OCTOBER 11, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

Denver Delivers

THE nation's 20th market in point of sales last year is churning with industrial, mining, and agricultural activity to bring payrolls and retail buying to the highest level in history.

The Denver Market which spent $595,252,000 in retail stores last year was spending at a 21% greater rate during the first seven months of 1943.

The Denver Market is big both in mass and buying power. It's delivering materials, minerals, foodstuffs, and fighting men. It's delivering sales.

You can have sales delivered in your direction by the station that's doing the standout job of delivering sales in the Denver Market . . . Denver's CBS outlet, KLZ.

KLZ
Delivers the
DENVER
MARKET

CBS • 560 Kc.

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50,000 WATTS DAY AND NIGHT ON 1170 KC
KVOO
TULSA
OKLAHOMA'S MOST POWERFUL STATION

A GOOD NAME . . .

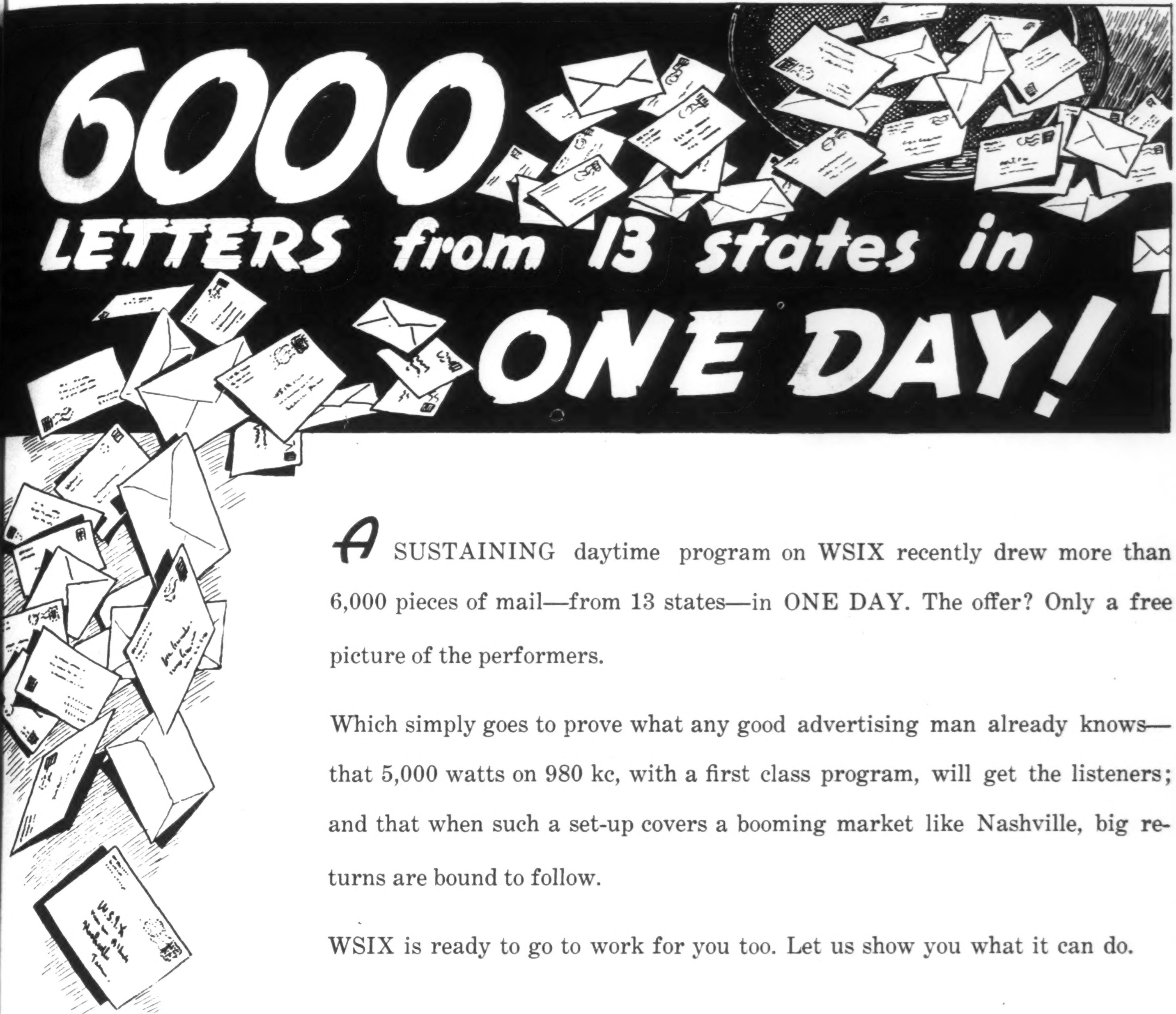
FREEDOM TO THINK AND ACT . . .

THESE MOST PRECIOUS POSSESSIONS CANNOT BE BESTOWED. THEY MUST BE EARNED.

TO KEEP THEM REQUIRES CONSTANT VIGILANCE.

EDWARD PETRY & COMPANY, INC., NATIONAL REPRESENTATIVES

XUM



6000 LETTERS from 13 states in ONE DAY!

A SUSTAINING daytime program on WSIX recently drew more than 6,000 pieces of mail—from 13 states—in ONE DAY. The offer? Only a free picture of the performers.

Which simply goes to prove what any good advertising man already knows—that 5,000 watts on 980 kc, with a first class program, will get the listeners; and that when such a set-up covers a booming market like Nashville, big returns are bound to follow.

WSIX is ready to go to work for you too. Let us show you what it can do.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue *Mutual*

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

5000 WATTS

980 KILOCYCLES

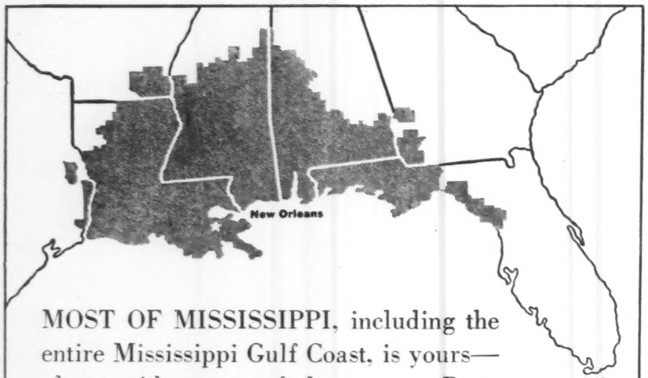
Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

The Mississippi Gulf Coast

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



MOST OF MISSISSIPPI, including the entire Mississippi Gulf Coast, is yours—along with parts of four more Deep South states—when you buy WWL.

A CLEAR CHANNEL, 50,000 watt signal has won WWL a prominent place on the dial of every radio in the Deep South! To blanket this prosperous market, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. **WASHINGTON** 4, D.
874 National Press Bldg.—Telephone: MEtropolitan 1022

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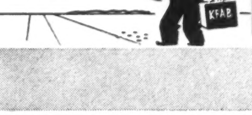

For Outstate Nebraska - KFAB is a MUST!

℞ for Success:

Eleven years ago the Cohen Drug Co. of Charleston, West Virginia had one drug store, used one ¼ hr. program weekly on WCHS . . .

TODAY the Cohen Drug Co. has *ten* drug stores—uses *eleven* ¼ hr. programs weekly on . . .

You know it!

WCHS

CHARLESTON, WEST VIRGINIA

5000 Watts 580 Kc CBS

Represented by THE BRANHAM COMPANY

It takes IDEAS *t*

"V

XUM

to make a network...

"WINNER TAKE ALL" is a new idea that works!

It's a quiz program with a new twist. The new idea is to let contestants bid for their questions—using cash provided by Columbia* for the bidding. The high bidder then tries to answer. If he's right he pockets the total of his bid. If he's wrong, his bid goes into a rising jackpot. The evening's winner then has a chance to answer the jackpot question, take-all-or-nothing.

We gave it as bleak a try-out as we could find—opposite Mr. Cantor, Mr. Heatter and Spotlight Bands.

After only six times on the air we asked Jessie Locke Moffett (Crossley's Coast representative) to make a coincidental survey of *Winner Take All.* The rating she reported indicated *a KNX audience of 55,385 Western families* or several times the capacity of the Hollywood Bowl.

Winner Take All is therefore an idea tried, tested, ripe and ready for the right sponsor. Better not take too long to get all the salient details about the show from the nearest Radio Sales office. It has the idea content, and the originality that has brought renewals for so many other Columbia-Pacific ideas—like I Was There (Sea Island Sugar), Question of the Week (Signal Oil), Hollywood Showcase (Ben-Hur).

Ideas sell programs only because ideas sell goods.

****It could be sponsor-provided, of course...***

COLUMBIA
Pacific
NETWORK

CBS

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
PALACE HOTEL, SAN FRANCISCO 5 • COLUMBIA SQUARE, LOS ANGELES 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

W. K. FOSTER

MANAGER, KFAR, FAIRBANKS, ALASKA

1932	Pacific University
1934	Associated Oil Co.
1935	Sports announcer for KINY, Juneau, Alaska
1937	Program Director, KINY
1938	Commercial Manager, KINY
1939	Commercial Manager, KFAR, Fairbanks, Alaska
1940	General Manager, KFAR

JUDGING from appearances alone, you might conclude that W. K. (Bud) Foster is pretty young to be the General Manager of Alaska's biggest radio station. But judging by his *record*, you'd say KFAR is in excellent hands indeed. Because of his good sense and hard work, Bud has earned an enviable reputation with both the old and the new factors in Alaskan life, and is rapidly making his station an important one to American advertisers as well. . . .

Good sense and hard work, we guess, are the biggest secrets of success in *any* part of the U. S. And here at F&P, while we do not claim any "corner" on good sense, we do believe that by working a little harder than most people in this business, we offer our customers a little more *value*. We believe we put more effort into trying to clear exactly the time you want—into establishing the best and most productive sort of liaison between you and the stations we serve—into making *spot broadcasting* the most profitable medium you can use.

That, as we see it, is our economic justification for asking your patronage. And no matter how good or how bad business ever gets, that's the way we'll keep on working—*harder*—here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . CINCINNATI
KDAL . . . . DULUTH
WDAY . . . . FARGO
WISH . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . KANSAS CITY
WAVE . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . PEORIA
KSD . . . . ST. LOUIS
WFBL . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . DES MOINES
WOC . . . . DAVENPORT
KMA . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . BALTIMORE
WCSC . . . . CHARLESTON
WIS . . . . COLUMBIA
WPTF . . . . RALEIGH
WDBJ . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . . LOS ANGELES
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KIRO . . . . SEATTLE
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and WRIGHT-SONOVOX, Inc.

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Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
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HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bld* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 15 WASHINGTON, D. C., OCTOBER 11, 1943 $5.00 A YEAR—15¢ A COPY

Lea Predicts New Legislation for Radio

White-Wheeler Bill Hearings Begin This Month

See Editorial Page 38

NEW LEGISLATION to supplant the antiquated Communications Act of 1934 was predicted last Wednesday by Chairman Clarence F. Lea (D-Cal.), as a result of the House Select Committee's investigation of the FCC.

Determined to leave no stone unturned in his efforts to conduct a sweeping inquiry into the FCC, Rep. Lea's prediction came two days after Speaker Sam Rayburn appointed him chairman of the Select Committee, succeeding Rep. Eugene E. Cox (D-Ga.) resigned [BROADCASTING, Oct. 4].

White-Wheeler Hearings Set

Coincident with Mr. Lea's appointment, Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, announced that hearings on the White-Wheeler bill (S-814) to revamp the Federal Communications Act, would begin late this month.

Sen. Wheeler told BROADCASTING Thursday that while a definite date had not been set, he was determined to begin hearings "late in October".

Prior to the summer recess of Congress, Sen. Wheeler in a formal statement [BROADCASTING, June 14] declared that it was his intention with the concurrence of Sen. Wallace H. White (R-Me.), co-author of the measure, "to begin these hearings in September and to proceed with them uninterruptedly with the hope that the Committee may speedily come to a definite conclusion as to the recommendations it should make to the Senate with respect to radio legislation."

Sen. Wheeler has devoted his time, since the reassembly of the Senate, to father-draft legislation. With that out of the way, since the Senate passed a compromise measure last Wednesday, the Committee chairman indicated he will be free to give his full time and thought to the Communications Act hearings.

"Broadcasters, individually and collectively, feel there is a need to change the present communications act," Sen. White told BROADCASTING. "Those I have interviewed have expressed the feeling that our present law is out of date. They think we should more clearly define the powers of the FCC. The FCC makes rules and more rules. I believe Congress should define its powers to make rules.

"My bill doesn't propose to rewrite the Communications Act, but to offer remedial legislation to clear up a few points which now seem vague," he added.

The Federal Communications Act of 1934 embraces the Act of 1927 affecting radio; thus the law now governing broadcasting is 16 years old.

Fast Action

Developments in the FCC probe came rapidly after Chairman Cox tendered his resignation on the floor of the House and was given a rousing ovation by his colleagues. These included:

(1) Appointment Monday by Speaker Rayburn of Rep. Lea to head the Select Committee, thus creating a unique position. Rep. Lea has been chairman of the important Interstate & Foreign Commerce Committee since 1937. That Committee is charged with handling communications legislation. Now as chairman of the Select Committee, Mr. Lea directs the destinies of the two House groups most important to radio.

(2) Prediction by Chairman Lea that the probe would lead to new communications legislation.

(3) Postponement of the Select Committee hearings, scheduled to be resumed last Wednesday, until the new chairman has had a chance to consult with other members of the five-man Committee, and has had an opportunity to read the record of hearings to date.

(4) Refusal of Chairman Lea to accept or ask for the resignations of Chief Counsel Eugene L. Garey and his legal and investigating staff, or to take any action towards legal counsel until he has studied the record and determined in his own mind whether Mr. Garey's staff has functioned as he thinks it should.

Mr. Lea told BROADCASTING he felt there was a need for new laws governing communications. Although he has not been closely identified with radio he has, by virtue of his chairmanship of the standing Committee, been relatively near to the problems affecting broadcasting. A year ago he presided over hearings on the Sanders Bill to revamp the Communications Act. The hearings extended from mid-April to July 1942.

Indeed he felt some months ago, he said, that new legislation was needed but "the Committee was asked to drop it until after the war". The request to shelve legislation came, he said, from the Federal Communications Bar Assn., which had urged a revised law originally.

"I think when we get through, developments of this investigation may influence legislation," Mr. Lea declared. "We have a subcommittee set up to look after such legislation, but I don't believe the minority members have been appointed."

Early this year Chairman Lea ordered an 11-man subcommittee on communications appointed to study proposed legislation governing radio and to make recommendations to the Committee as a whole. The following Democrats were named

(*Continued on page 60*)

Paley Accepts OWI Foreign Position

Takes Leave to Serve With Eisenhower; Kesten Promoted

WILLIAM S. PALEY, president of CBS, has accepted a special war area assignment from the Office of War Information to work for a limited period (probably of six months duration) with the Army's Psychological Branch at Gen. Dwight D. Eisenhower's headquarters. Announcement of Mr. Paley's assignment was made last Thursday by Elmer Davis, Director of the OWI, who stated that "Mr. Paley is going overseas to help in the radio phase of psychological warfare in the Mediterranean area."

"As president of CBS since its organization," Mr. Davis added, "Mr. Paley is one of the outstanding men in American radio. We are proud to have a man with his experience and ability in our overseas operations." Mr. Paley will join C. D. Jackson, director of all OWI operations in Italy, North Africa and the Middle East, the announcement also stated.

WILLIAM S. PALEY

Granted Leave

The CBS board of directors, meeting Oct. 6 in New York, granted Mr. Paley a leave of absence to accept the assignment, at the same time voting unanimously on the election of Paul W. Kesten as CBS executive vice-president, effective immediately.

Vice-president and general manager of CBS since March 1942, Mr. Kesten with this new assignment is receiving the fourth promotion since he joined CBS 13 years ago from the advertising agency field. Since July, 1930, when he came to CBS as director of sales promotion, he has been named a vice-president (1934) and a member of the CBS board of directors (May,

(*Continued on page 58*)

Maine Spud Spot Schedule Earlier

Aim is to Move Crop Into Home and Dealer Storage

STATE of Maine Development Commission will launch its annual potato campaign at an earlier date and on a more extensive scale than in previous years, due to pressing need for storage space.

Advertising will be tied in with the War Food Administration's designation of the Irish potato as a "Victory Food", Oct. 21 to Nov. 1, and with its campaign to get this year's potato crop into dealer and home storage before cold weather sets in.

Spots to be Used

Spot radio will be used in conjunction with newspapers and the food trade press to get dealers to use their storage facilities, and to urge homeowners who can do so to store potatoes in their own cellars. Advertising in the area East of Chicago, marketing region for Maine potatoes, the Commission will use announcements on about 20 New England stations and from 12 to 15 outlets in chief Maine potato terminals. Business is being placed by Brooke, Smith, French and Dorrance, New York, merchandising and advertising counsel to the State of Maine.

Associated Oil Carries Football for 18th Year

FOR the 18th consecutive year Associated Oil Co. is sponsoring football broadcasts this fall. With one exception the sponsor holds exclusive broadcast privileges. The U. of San Francisco announced it will broadcast its own home games this season, refusing to take a cut in pay for air rights.

Associated buys a pre-season option from each school, then adds to that amount for each game broadcast. Mutual-Don Lee will carry the games over its network, Associated using stations of its own choosing. Buchanan & Co., San Francisco, has the account.

Spots for Cologne

SIMONS & HEWITT, Chicago (Burde cologne), has started five-minute participations six times weekly on WGES Chicago in a transcribed musical program. Company has also started a varied schedule of five and ten-minute and quarter-hour transcribed musical shows on WAAF WGAC KMMJ WMIN WIBC. Agency is Malcolm - Howard Adv. Agency, Chicago.

Hyde Hospitalized

ROSYL HYDE, assistant general counsel of the FCC in charge of broadcast matters, last Tuesday underwent an emergency operation for appendicitis. Mrs. Fanney Litvin (formerly Fanney Neyman), assistant attorney on broadcast matters in the legal division, is handling Mr. Hyde's duties until his return.

Official U. S. Navy Photograph

COM. JOHN A. KENNEDY, USNR, on a special naval mission in the Aleutians. The president of the West Virginia Network returned to Washington last month after a trip of several weeks to the war theatre. Formerly in the Department of Contracts and Procurement of Materials, Com. Kennedy recently was assigned to the office of Vice-Admiral Frederick J. Horne, Vice-Chief of Naval Operations.

DORRANCE TO CBS PROMOTION DEPT.

Mr. Dorrance

AFTER more than a year with OWI in Washington, Dick Dorrance, formerly general manager of FM Broadcasters, Inc. has resigned to join CBS as director of Promotion Service for the network's owned stations. Mr. Dorrance will report to Paul Hollister, CBS vice-president in charge of advertising and sales promotion.

With OWI in several capacities, Mr. Dorrance was most recently Special Assistant to Palmer Hoyt, Director of the Domestic Branch. Prior to his government work, he served both with FMBI and the Broadcasters Victory Council, which maintained headquarters in Washington. He also had been in the press department of WOR.

In his new post Mr. Dorrance will be responsible for the promotion service for stations owned by CBS, for its regional networks, and for radio sales. He succeeds Jerome (Jerry) Sill, who resigned recently to become Promotion Manager of WNEW, New York. The CBS promotion post was created last April.

Charles Smith Is Made Research Head for CBS

CHARLES SMITH, CBS assistant director of research, has been named to the post of research supervisor for Radio Sales and CBS owned stations, effective Oct. 11, according to Howard Meighan, eastern sales manager of the Radio Sales department in New York. Mr. Smith succeeds George Mateyo, who has left CBS.

With the network's research department in various capacities since 1939, Mr. Smith was previously promotion manager of WQXR, New York.

MBS Affiliate Committees Hear Plans For New Projects

Faster Day Scheduling, Development of Loca Sustaining Shows and World News Are Aims

WITH Miller McClintock, president of Mutual, as opening speaker at each meeting, the network's program, sales and merchandising, and station services committees held their first group discussions Oct. 5-7 at the Waldorf-Astoria Hotel, New York, with 23 delegates attending as representatives of Mutual affiliates from coast to coast.

Among the new projects outlined at the program meeting Oct. 5 were plans to speed up daytime scheduling, the development of local talent through pickups from affiliated outlets, and the expansion of world-wide news coverage. It was decided to build local station sustaining shows with the aim of bringing the best of them to the network on regular schedules

Overseas Roundup

Adolph Opfinger, Mutual's program director, announced that the network planned to construct another overseas news roundup for morning broadcast to amplify the present world roundup of news offered in cooperation with the *Christian Science Monitor*.

The decision of Mutual not to broadcast sports events carried by two or more networks was explained by Tom Slater, MBS director of special features, as "a demonstration of Mutual's obligation to the radio audience which is often forced to listen to the same event over several networks."

Turning to the sales and merchandising committee at the second day's meeting, Mr. McClintock reported on the optimistic sales future for both local stations and the network, his words receiving corraboration from Ed Wood, Mutual sales manager, who announced the acquisition of several new shows, as well as the future expansion of sales and sales service personnel to work with local station managers in developing network accounts.

Advisory Service

The afternoon open discussion, led by Robert Schmid, director of promotion and research, heard Peter Zanphir of the network's New York promotion department and Harold Coulter, recently named manager of audience promotion. The latter spoke of the new activities of his department, mentioning establishment of an advisory service to Mutual affiliates on local promotion and intensive sales aids. It was also suggested by Don Davis, WHB Kansas City, that a clearing house on promotion service be set up.

The policy of selling cooperative shows on a 28-day period, not a 13-week basis, was affirmed, and it was pointed out that a new rate card favoring more half-hour shows was in preparation.

The final session for the statio service committee was conducte by Richard Connor, manager station relations for Mutual, wh discussed his department's servi to affiliates, as did Edwin T. Oti assistant in charge of programming, and James Mahoney, assistant in charge of sales and merchandising. Other talks were mad by George Chambers, Eastern sale service supervisor; Andrew Pool traffic supervisor, and Paula Nic oll, assistant in charge of traffic.

Mr. McClintock again spoke di cussing the importance of FM a television after the war, and J. Poppele, chief engineer of WO predicted that by 1949 FM will playing a major role in the broa casting field.

Present were:

William Dolph, WOL; Les Joh son, WHBF; Don Davis, J. Sch ling, WHB; A. Glasmann, G. Hatch, KLO; Owen Balch, KSAl Charles Joradn, WRR; Fr Fletcher, WRAL; Robert Feag WPDQ; John Laux, WSTV; Jo Boler, North Central Broadcastin Garland Powell, WRUF; R Howell, KFXJ; Robert McRane WCIB; John Moses, Harr Hoessley, WHKC; Ted Grizzar WLAP; G. Pearson Ward, KTTS Dale Taylor, WENY; Felix Hink WHBG; William B. Huffman, Wi consin Network; Don Clayt North Central Broadcasting.

Ethyl Spot Campaign

ETHYL Corp., New York, is ru ning a five-week spot campai offering listeners *What's in t Name*, a dictionary of names n being featured in the gasoli company's newspaper and mag zine ads. Drive started Sept. on WJZ New York, several mi western stations and one Was ington outlet. Ethyl agency BBDO, New York.

Air Line Series

UNITED AIR LINES, Chicago, returning to network radio with half-hour variety program on t CBS Pacific Coast Network in t Sunday, 9 p.m. period. Series titled *In Time to Come*. Firm h been out of network radio sin January, 1941, when it disco tinued sponsorship of Boake Cart on Mutual. Agency is N. W. Ay & Sons.

Martin Codel Back

MARTIN CODEL, on leave publisher of BROADCASTING wh serving as Red Cross director public information in North A rica, returned to Washington la week on furlough, flying in fr Allied Force Headquarters in Nor Africa.

Fly Defends Analysts' Right to Opinions

Broadens 'Freedom to Listen' Attitude; Praises Post-Dispatch, 'Broadcasting'

FOR THE THIRD time in a fortnight, FCC Chairman James Lawrence Fly last Thursday expounded his "freedom to listen" philosophy in a formal address, but now has broadened it to a stout defense of the right of news analysts to express their own opinions.

In an address before the Radio Executives Club in New York, which elicited an impromptu defense of the CBS news policy from Paul W. Keston, CBS vice-president and general manager, Mr. Fly called upon the industry to open its microphones, on paid time, to those who have something other than merchandise to sell — to unions, or cooperatives or small business groups. The right of freedom of speech, he held, extends to those commentators competent to express their own opinions, provided their commentaries are properly labelled.

Ultimatum to Industry

Implicit in the Fly speech was a virtual ultimatum to the industry to sell time for discussion of controvesial issues. Without naming names, he quoted copiously from his cross-examination of Mark Woods, BLUE president, last month, at hearings on the proposed transfer of the Blue Network from RCA to Edward J. Noble, for $8,000,000 cash, now awaiting decision. He denounced the NAB code of ethics, without mentioning the document, particularly those provisions banning sale of time to membership organizations. He disapproved of sponsorship of forums.

In calling upon the industry to revise its whole approach on sale of time and free speech, Mr. Fly nevertheless praised radio as a news medium. He said 1943 is by far the most profitable year in radio history.

Keeping Speech Free

Indicating clearly that he proposed to make his "freedom to listen" motto universal in scope as a "post-war" matter Mr. Fly, however, emphasized that these matters are not "Government problems in the first instance". He called upon the industry itself to face and to solve them "in the best traditions of American free speech".

In broadening his attack to embrace the controversy over the CBS policy of limiting its commentators to factual reporting, Mr. Fly lauded the editorial position of the *St. Louis Post-Dispatch* [BROADCASTING, Oct. 4] which advocated clear-cut labeling of news or opinion or interpretation on the air. He also alluded to an Oct. 4 editorial in BROADCASTING in the same vein. He quoted David Lawrence's defense of his (Fly's) position regarding discussion of controversial issues, but passed off the balance of the columnist's complaint that Mr. Fly actually is "undertaking to dictate what the policies of a radio network shall be and he is using the licensing power of the commission to enforce his viewpoint."

"Personal opinions should not be aired in the guise of news, but, assuming competency, if the statements are properly labeled as opinion, I can hardly see the reason why they should not be aired," Mr. Fly told the Executives Club's capacity audience of 250.

Mr. Fly praised the network for allowing public debate on the matter, stating that radio can point with pride to the fact "that a network is willing to afford equal time for discussion to the most outspoken opponents of its own position."

"BROADCASTING Magazine is right," Chairman Fly said in quoting with approbation from the Oct. 4 editorial. ["I think BROADCASTING Magazine is right, for once," Chairman Fly told his listeners, deviating slightly from his previously prepared statement released to the press.]

After quoting from the *Post-Dispatch* editorial, Mr. Fly repeated the last two paragraphs of the BROADCASTING editorial, including these statements, "It is important to remember that radio *is* a news medium. It publishes by means of the electrical printing press—the microphone. As a medium more intimate and more sensitive than the printed page, it must sharply delineate and define its services. The inteligence and the know-how of radio, evidenced in its two decades of meteoric growth, are available. The issue, now that it has been provoked, must be met head-on; not avoided."

The Post Dispatch editorial, quoted in part by Mr. Fly, defined news, news analysis, and editorializing, and concluded, "The public needs all three of these services; . . . . Radio should have a place for all three, and should keep them sharply distinguishable."

Must Be Dealt With

"The industry has these things right out in the open and it must deal with them Here we have the most intelligent news service and the most capable people in the business. Press and motion pictures are far behind," Mr. Fly said.

The ban of free comment by news analysts places them, and the radio industry, at a serious disadvantage vis-a-vis the newspapers and other media, he declared.

Radio listeners want to know what the analysts themselves think, Chairman Fly said. Criticizing the necessity for quoting views of others in place of their own in order to be factual, the chairman declared, "For my money, I will take Bill Shirer and Ed Murrow and give serious thought to their opinions."

Paying tribute to the skill and competence of radio commentators and analysts, Chairman Fly declared "any policy that requires these men to mouth second-hand opinions serves no purpose. The public is looking to these men at that moment. I wonder if it is not the best method to select the most competent men and give them their rein, bearing in mind, of course, that there should be on the part of the Company, an over-all general balance."

Censoring news commentators involves both selection and rejection of news, the chairman pointed out. "In lodging that power over the whole output of news analysis and opinion," he asked, "are we not well nigh setting up both a censorship and the very Company editorial policy which some have sought to avoid by curbing independent commentators?"

"The industry must not be frozen at any status quo", said the chairman. "There are some no doubt who will urge that a democratic control of radio will bring a great many problems to management; that the discretion of management will be heavily taxed." The chairman admitted that management will be "harassed considerably", but added "isn't this why management talent comes high?"

Up to Management

He said that management must undertake the responsibility of maintaining a free radio. "Licensees must become aware that management should take stock of itself and re-explore the whole significance of free speech applied to radio. We can no longer operate under dodge clauses." Dodges must be "weeded out", he added.

Chairman Fly defined freedom to listen, a subject on which he has spoken twice in the last two weeks [BROADCASTING, Sept. 27], as "access for the general public to what is said by means of the mass medium for the dissemination of ideas and opinion—the radio." He called it in some respects as important as the other freedoms for which we fight and said it should be similarly guaranteed.

Our freedom to listen is almost absolute, but listeners, he said, "are shackled by a few outmoded conventions which in reality the industry should never have inflicted on its audiences." He named the ban imposed by some stations and networks on sale of time to groups and organizations and "discriminations" against others, including cooperatives, labor organ-

(*Continued on page 62*)

Kesten Answers Fly In Scripts Showing Newscast Rule Effect

A VIGOROUS plea for freedom to buy time for the purveyors of ideas and philosophies as well as the sellers of tangible merchandise, and an equally outspoken attack on the CBS policy of refusing its commentators and analysts the right to express opinions on the air were delivered last Thursday by FCC Chairman James Lawrence Fly before an overflow meeting of about 250 radio men and women at the opening luncheon session of the 1943-1944 season of the Radio Executives Club of New York, held at the Hotel Shelton.

Following the conclusion of Mr. Fly's address (see this page) Murray Grabhorn, REC president, extended to Paul Kesten, executive vice-president of CBS, an invitation to defend his company's position at an early meeting of the Club.

Kesten Replies

Accepting the invitation, Mr. Kesten asked for the privilege of a "hitch-hike" on the program and stated:

"CBS is just as vigorous a champion of free speech as is Mr. Fly. We believe, however, that freedom of speech does not mean freedom for a privileged few. We do not believe that such freedom is achieved by giving a small group of men, broadcasting in regular news periods, any encouragement to use this time to advance their personal prejudices or to pulpiteer for their own point of view. The real essence of our news policies is to keep our news broadcasting and news analysis as objective as humanly possible, rather than to let it degenerate into partisan propaganda. There is plenty of space on the air for special pleading. We merely say that news broadcasts are not the place for it."

Mr. Kesten illustrated his point with two examples of a journalist's impressions of a visit to American troops in North Africa, the first written in accordance with CBS policy, the second written in a way the network would find objectionable. They read as follows:

Eye-Witness 1

"I've just returned from two weeks with the troops in a quiet sector of

(*Continued on page 63*)

Broadcasters Next on AFM Fund List

Next Pacts Expected to Call for Percentage Of Gross

WHATEVER the outcome of the present negotiation between the makers of transcriptions and phonograph records and the American Federation of Musicians, there seems little doubt that radio is next on the list of those who will be asked to accept the doctrine of payment of a percentage of their gross incomes to the AFM for its employment fund.

If the World-Decca contract with the union is approved by the National War Labor Board—and last week there was no indication that it would not be, whether or not it is finally accepted by the other recording companies—the broadcasters will find that their next contracts with the AFM also call for them to contribute directly to the union coffers in addition to their wage payments to the AFM members in their employ.

Approved by AFM Board

This principle is set forth in a resolution adopted by the AFM International Executive Board, which adoption makes it a part of the union's rules and regulations that become a part of all future contracts of the AFM. In New York the network contracts with AFM Local 802 expire Jan. 31, 1944, which may also be the date for a nationwide strike if the networks balk at making such extra payments.

Some weeks ago Local 802 asked for an opening of the present contracts with the networks for wage increases in accordance with a cost-of-living clause, also suggesting that the whole contracts be gone over at this time to avoid the necessity of another series of negotiations a few months hence. Before the parties had met, however, the panel appointed by the WLB to conduct an investigation into AFM ban on recordings had begun its hearings in New York, and the national AFM had notified its locals to postpone any discussions of new network contracts until the conclusion of the hearings.

The recording industry last week reflected hope that a generally acceptable settlement might soon be reached with the AFM which would permit the resumption of musical recording by all companies, but it was more than slightly tinged with caution evoked by memories of earlier expectations of a settlement that had failed to materialize.

After a number of off-the-record sessions early last week with the panel appointed by the WLB to investigate the AFM ban on recordings, both the recording companies and the union agreed to enter into mediation proceedings under the aegis of the panel, but with neither side making any advance commitments. On Wednesday morning the negotiations were recessed until Friday to give the recorders time to prepare a contract embodying their suggested changes in the contract signed between the union and Decca records and World Broadcasting System, and on Friday the recess was extended until today (Oct. 14).

Details Not Divulged

Details of those proposals have not been divulged by the recording companies, whose spokesmen pointed out that they must be submitted to the union for approval and that advance publication might jeopardize their chance for acceptance. It is understood, however, that the employers are asking for a no-strike clause and for provisions for arbitration, as well as for an agreement by the union not to ask for any increase in basic wage scale for at least two years.

While the companies continued privately to express considerable objection to the principle of making payments directly to the union for use as it sees fit, there seemed little chance of obtaining the unions consent to any alteration in this part of the contract. Nor was there any reason to believe that the WLB would refuse to approve the Decca-World contract because of this provision.

When a contract is reached through consent of the two parties, as was the case in the World-Decca pact with the AFM, the WLB has authority to examine those parts of it pertaining to national policy, chiefly to see that the contract does not call for wage increases amounting to more than 15% above the Jan. 1, 1941, level. In this case it is possible that the board might ask the AFM for assurance that the royalty payments will be used for its unemployed members and not to increase the incomes of members already employed in contradiction to national economic stabilization policy. Meanwhile WOR recording studios and Empire Broadcasting Corp. had accepted the conditions of the World-Decca contract and had signed with the AFM.

Both of these companies make only commercial transcriptions and so are not required to make any special payments to the union except for musical spots which might be broadcast more than once and on which the contract calls for a

(Continued on page 61)

Rep. Jones to Urge Speedup for Holmes FCC Legislation

DEMANDS soon to be made in the House by Rep. Robert F. Jones (R-O.) that legislation now lying dormant in various committees be brought out for House action, gave rise on Capitol Hill last Friday to the opinion that House action can he anticipated on the Holmes Bill (HR-1490) to reorganize the FCC.

Rep. Jones, youthful but forceful attorney from Lima, O., on the floor of the House last Tuesday demanded to know why FCC Chairman James Lawrence Fly and Budget Director Harold Smith were permitted to refuse certain documents to the Select Committee investigating the FCC.

Both Refused

"During the chairmanship of the gentleman from Georgia (Rep. E. E. Cox, recently resigned as chairman of the Select Committee) the Committee issued a subpena duces tecum to the budget director, Harold Smith, and Communications Commissioner Fly," said Rep. Jones. "Both refused to present the documents on the grounds that they were confidential. Both are heads of agencies created by Congress and are certainly within the limits of the examination of Congress. Yet both of these heads to this date have not furnished to the Committee, and in a broader sense to Congress, the documents requested."

"I have examined the record and I believe the testimony presents a fundamental issue that strikes at the very heart of the integrity of the Congress of the United States," he continued. "If it is true that Chairman Fly and Budget Director Smith can refuse to produce documents, then certainly the stature of Congress is limited to voting blank-check authority to the executive branch of the Government and Congress' power of the purse is limited to voting for appropriations to sustain, maintain, and expand the executive branch of the Government."

Mr. Jones recalled that on Sept. 20 he challenged the right of Mr. Fly and Mr. Smith to refuse information to Congress. At that time he introduced three bills (HR-3273, HR-3274, HR-3275) which would provide that the Bureau of the Budget be established as a separate agency, responsible alike to the President and Congress; that the Comptroller General be required to make periodical reports to Congress as to how money is being spent, and that the Bureau of the Budget be required to furnish upon request information to any committee of either ho
of Congress or to any Member
Congress.

"I'm going after the committ
which are holding bills," Rep. Jo
told BROADCASTING. "The people
entitled to know what's happeni
to legislation, why it lies id
Those committees are appointed
determine the merits of propo
legislation and to report to
Congress with recommendations
think it's time we get busy."

Rep. Jones's demands for acti
on dormant legislation would
rectly affect the Holmes Bill, whi
was introduced early this year
Rep. Pehr G. Holmes (R-Mass
[BROADCASTING, Feb. 1]. Th
measure embodies most of the pri
ciples of the Sanders Bill, intr
duced the last session by Rep. Jar
Y. Sanders (D-La), no longer
Congress.

Hearing Status

The House Interstate & Forei
Commerce Committee held hearin
mid-April to July, 1942, but wh
its author was defeated for
election, the Committee held t
bill for action by the present Co
gress.

Shortly after Rep. Holmes i
troduced his FCC reorganizati
bill, Chairman Lea of the Hou
Standing Committee announced
11-man subcommittee on commu
cations to study the measure a
make recommendations. So fa
however, that subcommittee lack
five Republican members, Re
Charles A. Wolverton (R-N.J
having failed to name his appoi
tees. Mr. Wolverton said last Fr
day that "when there's some leg
lation to consider I'll appoint
members."

Chairman Lea previously ha
told BROADCASTING that he w
awaiting Mr. Wolverton's appoin
ments, and that the subcommitt
could not begin a study of the pr
posed legislation until the minori
members were named.

Trammell, Royal Trip

NILES TRAMMELL, president
NBC, and John Royal, NBC vic
president in charge of internatio
al relations, were expected to sta
on their business trip to the E
ropean area sometime over la
weekend, it was reported as BROA
CASTING went to press. Their fir
stop will be London, after whi
they expect to visit Africa and t
Far East to line up future rad
facilities for use by NBC.

Garrett Spots

GARRETT & Co. Brooklyn (Vi
ginia Dare Wine), on Oct. 18 b
gins sponsorship of one-minute a
nouncements from three to s
times daily for 8 to 13 weeks on
stations. Major markets of t
campaign are Chicago, Detr
St. Louis, Minneapolis, Kan
City, Milwaukee and Clevela
Agency is Ruthrauff & Ryan, C
cago.

XUM

Some National Accounts
Now On W-I-T-H

- *Crosse & Blackwell*
- *Dr. Pierce*
- *Bulova*
- *Mercirex*
- *Resinol*
- *Stanback*
- *Aspertane*
- *Royal Crown Cola*
- *Rem*
- *Gold Medal Capsules*
- *Garrett Wine*
- *Supersuds*
- *Bond Bread*
- *Pepsi Cola*
- *Dentyne*
- *Ward*
- *Cocilana*
- *Tek*
- *Johnson & Johnson*
- *Jests*

CHALK UP THREE MORE!

BULOVA, GARRETT WINE AND ASPERTANE are three new 'nationals' joining the roster of STATION W-I-T-H this week.

Cost-per-dollar-per-family reached is a mighty important factor in radio advertising, boom-times or no!

Check up on your Baltimore sales costs *and* join the ranks of astute advertisers who KNOW W-I-T-H does a great job in Baltimore!

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Tribute to Foreign Tongue Stations

Executives of Censorship Laud Compliance With War Code

VOLUNTARY censorship in the foreign language broadcasting field is proving effective, with the industry 100% equipped to monitor and check broadcasts under provisions of the censorship code, according to the Office of Censorship. Tribute to the industry's cooperation was paid last week by Byron Price, Director of Censorship, and J. Harold Ryan, Assistant Director for Broadcasting.

Official praise came from these officials in letters to Arthur Simon, general manager WPEN Philadelphia, chairman of the Foreign Language Radio Wartime Control. The Control was set up to serve as a liaison between Censorship and the 144 stations carrying foreign tongue broadcasts.

Continued vigilance in checking scripts before broadcast and in monitoring programs on the air was advocated by Mr. Ryan. Mr. Price praised the "public spirit and patriotism of the foreign language stations. Chief of the Foreign Language Section of Censorship is E. H. Bronson, formerly of WCOL Columbus.

At Own Expense

Achievement of 100% cooperation followed renewed industry efforts to conform to the code after a meeting between Mr. Price and the stations during the NAB convention in Chicago last April. Under an arrangement with Foreign Language Radio Wartime Control, 20 foreign language broadcast station executives were contacted by Censorship. They agreed to contact personally all foreign language stations." Chief of the Forareas, serving without compensation.

Each station agreed to perform at its own expense the necessary script checks and monitoring. Through the contacts made by the 20 representatives, 100% mechanical cooperation was obtained and accidental violations have been brought down to the same small figure typical of the English tongue stations. In the case of stations broadcasting in as many as six or seven languages it was necessary to provide checkers and monitors capable of checking every language.

Ryan Letter

Mr. Ryan's letter to Mr. Simon follows:

I believe the time has come when you, as chairman of the Foreign Language Radio Wartime Control and special liaison officer between the Office of Censorship and our field representatives, should have a report regarding the status of voluntary censorship in the foreign language broadcasting industry.

As you will recall, Mr. Price and I met with you and other foreign language broadcasters in Chicago during the conference of the National Association of Broadcasters. On that occasion we lamented the fact that a large percentage of foreign language broadcasters had failed to install censors and monitors in their stations, as suggested in the Censorship Code.

Acting in behalf of the Foreign Language Radio Wartime Control, you volunteered that organization's services to attack the problem on an industry basis and to recommend men in the field who could represent this Office in correcting the situation.

Under the impetus of this voluntary offer, 20 men in the foreign language broadcasting segment of the industry accepted the invitation of this Office to represent it in meeting personally with broadcasters in their respective areas. Those who accepted this task and performed it without compensation and at considerable sacrifice of time were: T. F. Allen, WFCI Pawtucket; Howard W. Davis, KMAC San Antonio; Charles Lanphier, WEMP Milwaukee; Milton Meyers, WEIM Fitchburg, Mass.; William T. Welch, WSAR Fall River, Mass.; J. Fred Hopkins, WJBK Detroit; N. Pagliara, WEW St. Louis; Walter C. Bridges, WEBC Duluth; Lumir Urban, KORN Fremont, Neb.; Harry Burdick, KGGM Albuquerque; Joseph Lang, WHOM Jersey City; O. E. Richardson, WJOB Hammond, Ind.; Dr. O. J. H. Preus, KWLC Decorah, Iowa; John C. Libby, WCOU Lewiston, Me.; Lee Little, KTUC Tucson, Ariz.; S. H. Patterson, KSAN San Francisco; W. L. Gleeson, KPRO Riverside, Cal.; C. Glover DeLaney, WTHT Hartford; Gene T. Dyer, WGES Chicago.

I am delighted to tell you now that through the efforts of these men and by virtue of the patriotic response with which those efforts were met by the foreign language broadcasters of the country, all of these broadcasting stations are now operating within the recommendations contained in the Code of Wartime Practices for American Broadcasters.

This Office is indebted to you and your fellow broadcasters who represented us in this undertaking. It is indebted, as well, to all foreign language broadcasters who have met a difficult situation and solved it with no thought of their own problems, but with consideration only for the security of their nation at war.

This is meant to convey to you our good wishes and our sincere thanks, and to urge upon you and all of your colleagues renewed and unrelenting vigilance in observing the tenets by which wartime censorship operates. Officially the specific assignment given to the field representatives has been fulfilled. We shall continue to think of you, however, as friends in the field to whom we can turn in the event of need.

Price Letter

Mr. Price's letter to Mr. Simon follows:

Mr. Ryan has told me of the progress that has been made by you and your fellow-representatives in tightening up the censorship procedures of foreign language broadcasting stations.

I wish to add to Mr. Ryan's comment my own commendation. I have never felt that the broadcasting industry, or any part of it, would fail the Government when called upon to help in the prosecution of war. Censorship is a wartime measure and a wartime weapon. Properly administered, it can deal direct blows against the enemy which cost him heavily. It can and does, at the same time, save the lives and conserve the materials of our own armed services. That the broadcasting industry has recognized this fact and has acted upon that recognition is a testimonial to its public spirit and patriotism.

Jelke Drive

JOHN F. JELKE Co., Chicago, is using daytime participations in eight markets to promote "Jelke's Good Luck" Margarine and Mayonnaise. Time has been purchased on stations in Toledo, Pittsburgh, Philadelphia, Indianapolis, Cleveland, Baltimore, Detroit and Schenectady. In addition, Jelke has started quarter-hour daytime programs thrice weekly in Kansas City, and twice-weekly in Chicago. Drive started in September and is scheduled for 26 weeks. Agency is Young & Rubicam, Chicago.

LIBERTY SLOGAN
KFEL Becomes War Worker Through Contest

"KEEP FAITH—Enjoy Liberty" is what KFEL stands for. An that is the slogan that won th Denver station's contest thi month. The station challenged pro fessional advertising writers t find a way to put the KFEL cal letters to work in the war effor and the response was widesprea

Winner of the first prize of $100 War Bond is W. G. North graves, advertising manager o Burnham & Morrill Co., Portland Me. Second prize, $50 Bond wen to E. Cooper, Denver, Colo. Everet B. Nelson, advertising manager o U. S. Gutta Percha Paint Co Providence, R. I. won the thir prize of a $25 War Bond.

Gas Extender Spots

A NEW GASOLINE product, de cribed as a mileage-increasing "a ditive", for gasoline, will be pr moted in a national spot campai including approximately 100 st tions, starting around the first November. Program of news an other material appealing to me will be used. Bearing the trad name Vita Plus Gasoline Table the product was first introduc on the air on WHN New Yor under a 13-week contract effecti Sept. 17. Vita Power Produc Inc., New York, is the manufa turer. Business was placed Sylvain D. Broder, New York.

Eno's New Series

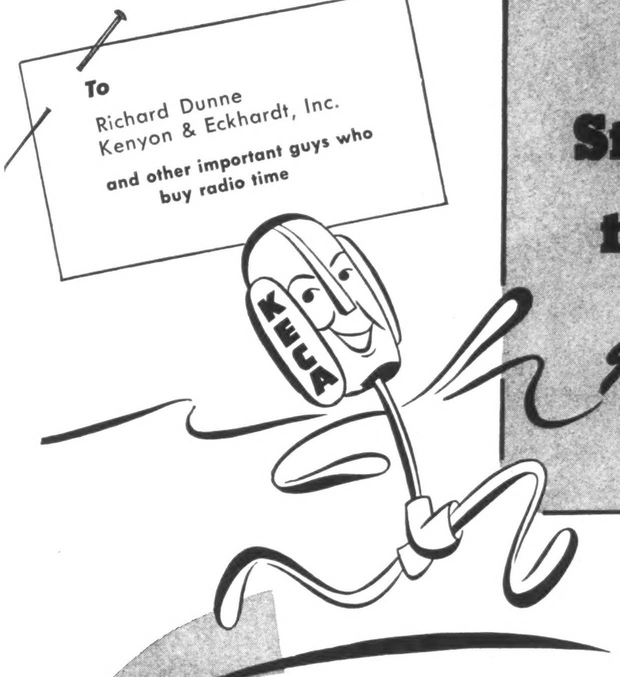
J. C. ENO & CO., Bloomfield, J., which has been promoting effervescent salts on a half-ho recorded program *Hollywood Ra Theatre* on WJZ New York, w start another half-hour record series on WENR Chicago Oct. Program, to be heard Sunday 10:30-11 p.m., will be titled *Aca emy Awards.* Agency is Athert & Currier, New York.

STATIONS' POW-WOW brought together these representatives of CBS Ninth District affiliates at a one-day session staged in San Francisco during late September. Confabbers at roundtable discussion on local programming problems were (l to r) seated, E. F. Peffer, owner, KGDM Stockton; Edwin W. Buckalew, CBS western division station relations manager; Virginia Symons, of KFPY Spokane; H. J. Quilliam, manager, KIRO Seattle; C.W. Myers, president, KOIN Portland; Wayne Sanders, program manager, KTUC Tucson; standing (l to r) where Clyde Coomb manager KARM Fresno; C. L. McCarthy, manag KQW San Francisco; Jack Williams, program direc or, KOY Phoenix; Harold A. Safford, manager, KO Ralph Brunton, president, KQW; Lee Little, manag KTUC Tucson; Sherwood Brunton, executive, KQ Donald W. Thornburgh, CBS West Coast vice-pre dent; Richard O. Dunning, sales manager, KFP Also attending but not pictured was H. Shelton Ea who is the assistant manager of KROY Sacrament

XUM

9 Pacific Coast Stations Raced for the LCPI Title . . .

guess who won?


To
Richard Dunne
Kenyon & Eckhardt, Inc.
and other important guys who buy radio time
KECA

It was a rip snorter of a race. Nine lusty network stations toed the mark . . . their watts all a'quiver. The sponsor pulled the trigger. Nine stations hit the air with *an offer*! The race was a long one . . . five quarter-hour laps a week . . . plenty of time to determine which of the nine stations would produce response at the *Lowest Cost Per Inquiry.*

Meet the Champ . . . KECA.

Winning LCPI Championships is old stuff for KECA. There are three reasons . . . good and growing listening audience; over 400,000 new radio population in L.A. County; time rates which have not increased since 1936 *yet*. This is a sweet combination for the advertiser who wants to win new laurels in the "Results Handicap."

If you have a client with a limited budget who wants to make a big splash in the nation's 3rd market . . . KECA will deliver more listeners per dollar than any other major station.

KECA

Los Angeles

Earle C. Anthony, Inc.

The BLUE NETWORK STATION OF THE NATION'S 3RD MARKET

Free & Peters Co. Inc., National Representatives

Radio Committee Urges More War News Releases by OWI

Tighter Control Over Government Time Requests Also Is Recommended by Advisory Group

RELEASE of more war news, good or bad, and a tighter reign by the Office of War Information on radio program demands from other governmental agencies were recommended by the Radio News & Policy Committee at its first meeting last week with OWI officials.

Among other problems taken up by the Committee were the selection of a successor to Don Stauffer, chief of the OWI Radio Bureau, whose resignation is imminent, and the possible return of Elmer Davis, OWI director, to the air.

Operations Reviewed

The Committee met with E. Palmer Hoyt, director of the Domestic Branch, and other OWI officials. Seven of the nine members, appointed by Mr. Hoyt Aug. 23, were present, the other two being represented by proxy.

Attending were William S. Paley, CBS president; Frank E. Mullen, vice-president and general manager of NBC, proxy for Niles Trammell, who was planning a trip abroad; Mark Woods, BLUE president; Lewis Allen Weiss, vice-president and general manager of Don Lee Network, who also represented Miller McClintock, Mutual president; Neville Miller, NAB president; Herbert L. Pettey, director, WHN New York; Leo Fitzpatrick, executive vice-president and general manager, WJR Detroit, and Martin B. Campbell, managing director, WFAA WBAP KGKO Dallas-Ft. Worth.

At the conclusion of the meeting, which took place Monday afternoon in Mr. Hoyt's office, OWI issued a statement asserting that the Committee had "carefully reviewed" the past operations of the Radio Bureau "and considered suggestions pointing toward a closer and more effective cooperation" between the Government, the broadcasting industry and the OWI.

The Committee, OWI said, "commended the Radio Bureau for the efficient functional cooperation rendered to the industry by coordinating the needs and requests of the various governmental agencies and budgeting those requests in a form that could best be handled by the industry, with due evaluation of the needs of the government."

The Committee requested, the statement set forth, "that all future requirements of Government agencies for radio facilities in their various drives and campaigns be cleared exclusively through the OWI so that full advantage could be taken of the coordinating functions provided by the OWI".

It was understood that in making this recommendation the Committee was aiming at practices which developed recently in connection with the Third War Loan campaign, wherein some deviations from OWI clearance operations occurred. Broadcasters are believed to have expressed objection to certain of these practices.

In recommending a greater flow of war news, the Committee supported the action of the OWI Newspaper Advisory Committee which had earlier advocated more complete coverage. OWI stated that "broadcasters are acutely aware of the desire of the listeners of America for all of the war news, whether it is good or bad". The Radio committee, according to the statement, "commended the OWI for the recent improvement and expansion of its activities in facilitating the release of war news and recommended a continuation and expansion of such material" and that it be released as soon as possible.

Progress toward "loosening up" of war news had been announced early last month by President Roosevelt after a conference with OWI Director Davis and War, Navy and State Dept. officials [BROADCASTING, Sept. 6]. The conference took place a short time after Nicholas Roosevelt, OWI liaison with the War and Navy Depts., had resigned at the end of his agreed tenure and had stated that it was up to Mr. Davis to improve the public relations policies of military agencies.

Names of several prominent broadcasters, both station owners and managers, were submitted by the committee to Mr. Hoyt as possible successors to Mr. Stauffer, who is expected to return to his former post as vice-president of Ruthrauff & Ryan, which granted him a limited leave to serve with OWI.

The committee met briefly with Mr. Davis and informally discussed the question of his resuming his weekly radio talks. Mr. Davis, it was learned, made no request for time and no decision was reached. It is believed that he will prefer a Sunday night period, should he return to the air, but that only one network will be used.

Opposition to Mr. Davis' use of a "universal hookup" in his previous Friday night series, which was interrupted during the summer, has been expressed in some radio quarters and in Congressional circles. Senator Taft (R-O.) charged, after Mr. Davis began his talks last spring, that the OWI chief was "commandeering" the air for "propaganda broadcasts" [BROADCASTING, March 22]. Mr. Davis denied that his broadcasts contained propaganda and asserted that OWI told the networks the program "was open to any that wanted it".

GATHERED for its first meeting, members of the OWI Radio News & Policy Committee consulted last week with Palmer Hoyt, OWI Domestic Director, on matters affecting broadcasters. Seated (l to r): William S. Paley, CBS president; Mr. Hoyt; Neville Miller, NAB president; Mark Woods, BLUE president. Standing (l to r): Martin B. Campbell, managing director, WFAA WBAP KGKO Dallas-Fort Worth; Leo Fitzpatrick, executive vice-president and general manager, WJR Detroit; Frank E. Mullen, vice-president and general manager, NBC (proxy for Niles Trammell, NBC president); Lewis Allen Weiss, vice-president and general manager, Don Lee (also proxy for Miller McClintock, Mutual president); Herbert L. Pettey, director, WHN New York.

Buys Series Breaks

P. LORILLARD Co., New York, has signed for chainbreak announcements before and after Gillette-sponsored World Series on 10 MBS stations in behalf of Old Gold's. Scheduled for the length of the Series, commercials were placed on WHBC KOCY WIP WISE WDEF WGAC WSGN WNLC WJW WBIR. Agency is J. Walter Thompson Co., New York.

OWI Seeks 150 Radio, Newspaper Men to Handle Overseas Assignments

OVERSEAS BRANCH of the Office of War Information can use immediately 150 top-flight broadcasting or newspaper executives capable of operating stations and newspapers in the Pacific and European war zones with staffs comprised largely of natives of those areas.

Ability to speak, read and write one or more foreign languages is a major requirement, although it might be waived in exceptional cases where its lack would be more than compensated for by other abilities. Men in the 38-to-45 age group, in good physical condition, are especially sought, although some of the posts can be filled with men discharged or rejected by the armed services for physical reasons.

Six Classes

Six classifications of candidates are needed, as follows:

1. Radio men with administrative, programming, script writing or production experience. Foreign languages are especially important in this classification.
2. Radio engineers, both studio and transmission; foreign languages not essential, but very helpful.
3. Radio technicians who must be good at all kinds of operations and repairs and who must also know radiophoto transmission.
4. Newspaper and news magazine men capable of handling a news file, taking cable from the United States and preparing it for release to local press abroad. Also men with experience running newspapers.
5. Writers, not necessarily journalists, who can produce special articles for foreign publications, write pamphlets, booklets, etc. Foreign languages especially important.
6. Production (printing) specialists with good knowledge of typography, layout and techniques of distribution.

Successful candiates will be trained in the OWI's Overseas Branch headquarters in New York for periods varying from three to nine months, depending on the individual job and the individual man with the aim of fitting each candidate for a key overseas post. Many of the men will work under the Psychological Warfare Branch of the Army in war zones in an expansion of the radio and leaflet propaganda operations which have been factors in the Allied successes in the Mediterranean area.

Salary scale runs from $4600 to $6500 a year, with living allowances added for foreign service. OWI officials freely admitted that these salaries will in most cases be far below those now being received by the kind of men they are looking for, but added that these positions will offer opportunity to men over draft age to use their skill and experience in valuable, active service in direct war work, often in the vanguard of the armed forces.

David Ruml, personnel consultant to the OWI overseas office at 224 W. 57th St., New York, who has charge of recruiting 150 candidates immediately, will be in Chicago from Oct. 13 to 15 at the OWI domestic office in the Mather Tower, interviewing midwest prospects.

XUM

A Six-Hour Concert Every Night... That Nobody Hears

This is the story of a man who plays the piano — in an empty studio. Triumphant chords, nimble arpeggios, brilliant melodies flow from the instrument in startling succession — but nobody ever listens to him.

His job is to tune the pianos at NBC — all thirty-three of them. Every night, he tours the empty studios on a carefully planned schedule. Under his expert fingers, each piano is made to respond until it is at precise concert pitch — ready for a symphony performance or for a boogie-woogie virtuoso.

Every piano at NBC is tuned by him once a week. Every piano you hear played from Radio City is always pitch perfect.

It's part of NBC's routine attention to detail . . . to the very smallest of details that make for better broadcasting. Not of world-shaking importance, perhaps. Yet — if it weren't done?

It is precisely this meticulousness, this almost automatic insistence on having *every* detail and feature of *every* program on NBC as perfect as possible, that enables advertisers and listeners both to depend on NBC for the *best* in broadcasting.

Perfectionism, insistence on quality, care — even for details that no client or listener is directly aware of — *these are some of the things that make NBC "The Network Most People Listen to Most."*

— The National Broadcasting Company

America's No. 1 Network — A SERVICE OF THE RADIO CORPORATION OF AMERICA

Noble Says He Will Consider Selling Time For Controversy

Letter to Fly Indicates He Will Judge Each Case On Its Merits; Cites WMCA Policy

ACTION by the FCC on the proposed sale of the BLUE Network Co. by RCA to Edward J. Noble's American Broadcasting System, Inc. for $8,000,000 cash was expected before the end of the month, with the announcement last week that Mr. Noble had filed a statement of policy relating to sale of time for other than merchandising of goods and services.

Mr. Noble's statement, in which he said he viewed the whole matter with an open mind but would consider sale of a limited amount of time for discussion of controversial issues, was dated Sept. 29. The FCC, however, did not make the letter public until Oct. 1, for release in newspapers on Oct. 4. It was formally made a part of the hearing record in the BLUE network case.

No Opposition Expected

Mr. Noble's arrangement with three New York banks for a loan for $4,000,000 terminates on Nov. 1. It was expected that the FCC would act on the transfer, which actually involves only the assignment of the licenses of the three stations owned by the BLUE to Mr. Noble, prior to that date. There is no indication of opposition on the FCC which would preclude prompt approval of the transaction.

The record in the BLUE case was held open following the second day of hearing on Sept. 20 to allow Mr. Noble to file his statement of policy. Chairman Fly inferred in his request that he felt time should be sold to labor unions and to cooperative organizations on equal footing with commercial concerns, whether or not the NAB Code frowned upon it.

There was an unverified report that Mr. Noble submitted a letter prior to the Sept. 29 statement, which, in the judgment of Mr. Fly, did not go far enough on the controversial issue matter.

Following is the full text of Mr. Noble's letter as released by the FCC.

At the adjourned hearing on Sep. 20, 1943, regarding the proposed transfer of the ownership of The Blue Network, Inc. to American Broadcasting System, Inc., of which I am the sole stockholder, I was requested to submit to your Commission for inclusion in the record a written statement of general policy with respect to the sale of broadcasting time for other than the advertisement of commercial goods and services which would be put into effect in event of approval by the Commission and consummation of such transfer.

After careful consideration of the matter and with realization, which I am sure the Commission shares, of the difficulties and perplexities involved in actual practice and administration, I am prepared to say that my policy, stated in general terms, will be to refrain from adopting any restrictions which will automatically rule out certain types of programs on the basis of the identity or personality of the individual, corporation, or organization sponsoring or offering them. I propose to meet each request for time with an open mind and to consider such requests strictly on their individual merits and without arbitrary discriminations. More particularly, I think that the operation of a national network should follow a policy whereby all classes and groups shall have their requests, either for sponsored or sustaining time, seriously considered and network time determined in accordance with true democratic principles and with the aim of presenting a well-rounded and balanced broadcast service in the best interests of the public and of the Network.

With regard to the sale of time in addition to the sustaining time already provided for the discussion of controversial issues, consideration will be given to the use of a limited amount of time for this purpose insofar as consonant with the maintenance of listener audience and interest and thereby of the usefulness of the Network as a medium of public discussion.

At the above hearing I was also asked to advise regarding instances in which station WMCA has sold time to organizations other than business organizations, and in that connection wish to advise that time has been sold by that station to the following non-business organizations:

*Gospel Broadcasting Assn., Los Angeles, Calif.

*Young Peoples' Church of the Air, Philadelphia, Pa.

*Lutheran Laymen's League, St. Louis, Mo.

First Baptist Church, New York City.

Sunday Morning Meditations, New York City.

St. Christopher's Inn, Gramoor, N. Y.

Society of Jewish Science, New York City.

Unity School of Christianity, Kansas City.

Political parties during the campaigns.

(*Fed to WMCA by Mutual Broadcasting.)

In this connection I may add that station WMCA under my direction has recently accepted from the Greater New York Industrial Union Council of the C.I.O. one minute "spot announcements" under its sponsorship urging voters to register for the Fall elections.

WOR BREAKS DOWN ACCOUNT CHANGES

WOR New York, had 18% more advertisers during the first six months of this year than in the same period in 1942, according to a review of the station's business for the past four years. A breakdown according to products reveals a 49% increase in the "miscellaneous" category, which includes many clients and industries, particularly war plants, new to radio.

Significant increases in number of accounts, over last year, are found in the toilet goods and cosmetics field and in amusements, and outstanding decreases are indicated in the number of retail accounts and in tobacco advertisers. Drugs and pharmaceuticals show the greatest rise from 1940 figures, followed by foodstuffs.

Classifications and accounts per year follow:

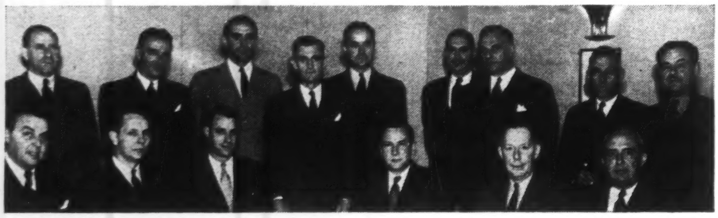
	1943	*1942*	*1941*	*1940*
Foodstuffs	62	61	62	48
Drugs & Pharmaceuticals	33	29	20	12
Toilet Goods & Cosmetics	22	17	12	6
Amusements	15	8	7	4
Beverages	14	11	10	4
Soap & Household Supplies	13	16	22	16
Confections	12	12	16	9
Retail Establishments	8	14	9	5
Tobacco Products	7	11	9	11

Retail Help Spots

BLOOMINGDALE'S, New York department store, has purchased time on three New York stations —WNEW WHN WMCA—to recruit help, through Huber Hoge & Sons, agency appointed to handle this special advertising project. Twenty-three 30-second and one-minute announcements are used per week. In addition to its *Women and the War* program on WQXR New York, the store last week started a twice-weekly quarter-hour women's program on WOR, through H. W. Fairfax Adv., New York.

WLW Scholarship Given

ROBERT ELSEY , of Ada, Ohio, has been selected as the recipient of the WLW Cincinnati Pharmacy Scholarship to Ohio Northern U., Ada, according to Dean Rudolph Raabe. This is one of seven colleges and universities which are cooperating with WLW in furthering the study of pharmacy. Plan was first announced by WLW officials last summer.



REPRESENTATIVES of Westinghouse Radio Stations Inc., and of NBC's national spot sales office in Chicago gathered at a luncheon Sept. 28 in the Merchants & Manufacturers Club to discuss general sales activities. Seated (l to r): Rudi Neubauer, NBC spot sales; Frank V. Webb, sales manager, KDKA Pittsburgh; E. C. Cunningham, NBC sales traffic; Lee B. Wailes, general manager, Westinghouse Radio Stations Inc., Philadelphia; Oliver Morton, national spot and local sales manager, NBC Chicago; B. A. McDonald, general sales manager, W.R.S. Standing, C. Herbert Masse, sales manager, WBZ Boston-Springfield; Paul Mills, sales manager, WOWO and WGL Fort Wayne; Jack de Russy, sales manager, KYW Philadelphia; Leslie Joy, manager KYW; Joseph E. Baudino, manager KDKA Pittsburgh; M. R. Tennerstedt, NBC spot sales; Phil Steitz, NBC spot sales; C. S. Young, manager WBZ-WBZA Boston-Springfield; W. B. McGill, promotion manager, W.R.S.

Safe

FAST FLEW the rumors that the water supply of Atlanta had been poisoned. Calls poured into WSB one a minute. Then Dean Raimundo de Ovies, local Episcopal minister, took over the mike for his regularly scheduled news commentary. He said not a word, but loudly poured a glass of water and drank it. "I have just finished drinking a glass of Atlanta's clear, pure water," he said. "And . . . now for the news . . ."

Thrower to Navy; Jaege Will Head Blue Sale

FRED M. THROWER JR., vic president in charge of sales of t BLUE, has been commissioned lieutenant (j.g.) in the U. S. Nav Reserve, and has been granted leave of absence by the networ

Mr. Thrower

Mr. Jaeger

effective early in November whe he reports for active duty.

On Nov. 1, C. P. (Pete) Jaege head of the commercial progra division of the BLUE program de partment, will become netwo sales manager. Appointed by Edg Kobak, executive vice-president, h will continue his present duties a well as head the sales departme until the position of commerci program manager is filled. M Jaeger joined the BLUE in Oct ber 1942, coming from Transame can Broadcasting & Televisi Corp., New York, where he ha been a vice-president since 1937.

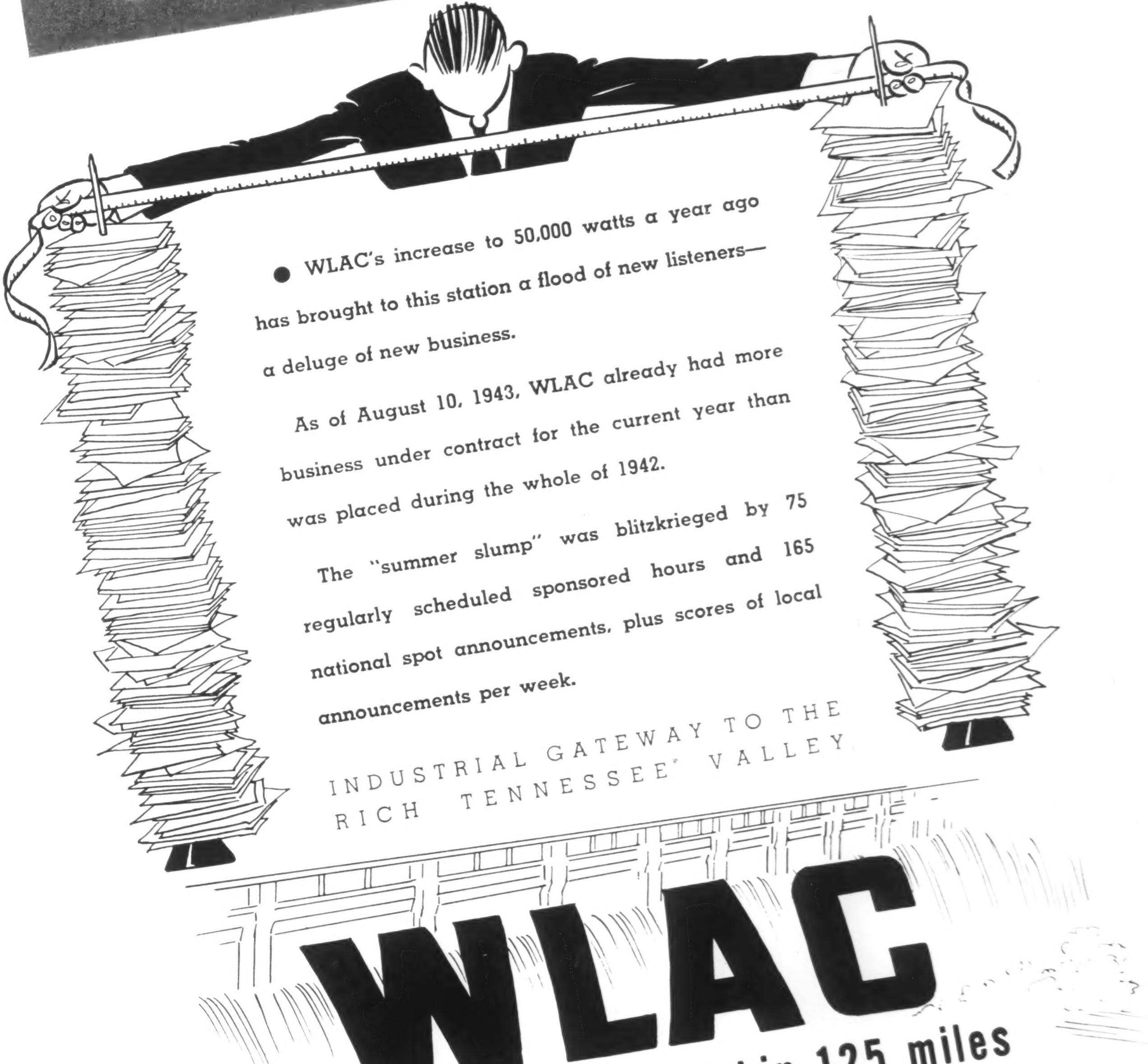
Save-the-Baby Show

USING a network for the fir time, William W. Lee Inc., Wate vliet, N. Y., will promote its 70-yea old Save-the-Baby cold remedy o the New England Regional Ne work this fall. The Sunday sho 4:30-5 p. m., starting Oct. 10, fea tures Jim Healy, news analyst a poet-philosopher, and will be hea on WBZ Boston, WCSH Portla WJAR Providence, WLBZ Bang and WTIC Hartford. It will orig nate and be heard from WSN Schenectady. Agency is Leight & Nelson, Schenectady.

Wheatena Spots

WHEATENA Corp., Rahway, N J., on Oct. 11 will launch a fa radio campaign for its hot cere product using stations in 16 ma kets in various parts of the cou try. The drive includes one-minu spot announcements and chai breaks, varying in number o times weekly per station. Agenc is Compton Adv., New York.

THE Amazing Sales Record of WLAC for '43



● WLAC's increase to 50,000 watts a year ago has brought to this station a flood of new listeners—a deluge of new business.

As of August 10, 1943, WLAC already had more business under contract for the current year than was placed during the whole of 1942.

The "summer slump" was blitzkrieged by 75 regularly scheduled sponsored hours and 165 national spot announcements, plus scores of local announcements per week.

INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

WLAC

Only CBS station within 125 miles of NASHVILLE, TENN.

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

EARLY BIRD - - MILKMAN MAHONEY

He Found Success Looking At News Through Kidding Eye of an Ordinary Guy

By JEAN KERR

Radio Copy Chief, Lewis Edwin Ryan Agency, Washington

MILK (Thompson's) **TOAST** is drunk to radio by Lewis Edwin Ryan (left), head of the Washington agency bearing his name; Jean Kerr, agency radio copy chief, and Claude K. Mahoney, who comments six mornings a week for Thompson's Dairy on WMAL Washington's BLUE network station.

CLAUDE MAHONEY gets up early enough each morning to ride to WMAL on a milk wagon and, indeed, kids some listeners into thinking he does just that. Instead, after arising at 4:40 and breakfasting on an orange and a glass of Thompson's Milk—the latter in deference to his sponsor—he catches a street car at 5:26, reaches the studio 15 minutes later, spends a half hour racing through the news reports, and somehow is ready at 7:45 with 1500 words of news, interpretation, farm lore, and a little of what some friends call "Mahoney baloney."

WMAL and five other Washington stations dish out plenty of early morning news. By the time Mahoney goes on the air, there have been 14 earlier news broadcasts. For that and other reasons, the milk-fed reporter strives to be different.

Seven Renewals

As for the results, both sponsor and advertising counsel look happy and mysterious but won't talk. However it may be significant that each contract runs for 12 months and has been renewed seven times on that same basis.

To lead off, Mahoney presents a head-line digest. That over with, he settles down to look at events of the day at greater length with a critical, humorous, and kidding eye. He aims to make listeners think, "That guy talks my language," and is saddened when a last-minute bulletin forces him to drop whimsy for straight reporting.

Mahoney who, like most prominent Washingtonians, claims to be a farm boy, spent some eight years as a news reporter in Indianapolis. Then *The Wall Street Journal* broke tradition by importing him to cover the White House, State Department, and other top news sources. The editors of that paper thought he had the proper combination of intelligence, inquisitiveness, and self-confidence to get the inside news and important interviews that only a good man can uncover in the Capital.

Later the *Washington Star* needed Mahoney to cover the Navy Department, and it was during that era that he began broadcasting, as an occasional fill-in for Earl Godwin, discovered by and then under contract to Lewis Edwin Ryan

At first, out of deference to the Godwin pattern, Mahoney spent many precious minutes on homey trivia concerned with the doings of farm animals, humorous incidents on street cars, and the like. But when the big war news started flooding in, he adopted a policy of covering the news first and then squeezing in as best he could the important dates in history, the friendly but pointed jibes at national personages, and the camouflaged commercials for which he is noted.

Mahoney plays a game with his listeners each morning by adroitly tying commercials in with the news of the day, often in the middle of a communique. People tell him they get a lot of fun trying to guess where the plugs will be spotted.

Strictly Informal

The milkman's digs at prominent people are never unkind and seldom resented, but they carry their punch. When Gen. Marshall went to Mexico to review the Good Neighbor's troops, Mahoney expressed surprise, saying: "I thought that was Henry Wallace's job." The dignified head of the Capital Traction Co., invited to make a three-minute guest appearance, arrived with a script that was much too stiff and formal. To loosen up his guest, Claude introduced him as "Flat Wheel Eddie".

The hefty commentator, who carries 5½ pounds of weight for each of his 41 years, eats a second breakfast at the Press Club along about 8:30 and then roams about town chatting with the people, common and otherwise, who hear the broadcast and buy the milk, together with the people who make and know the news.

Now and then the BLUE needs him to handle the Washington end of its news round-ups, but the rest of his working time is spent just "keeping in touch". Mahoney aims to give the people the sort of news they want to hear, and to do that you've got to mingle with the public. Once he skipped an interview with a Cabinet officer because he was getting some "down home" background from a bus driver.

On AFA Committee

WILLARD D. EGOLF, AFA vice-president, and Gardner Cowles Jr., AFA director and former director, Domestic Operations, OWI, have been named chairman and vice-chairman, respectively of the War Advertising Committee of the Advertising Federation of America. Federation president Joe M. Dawson announced the appointments following a meeting of the board of directors in New York Sept. 28.

NAB Figures to Appear At Stephens Meeting

WILLARD D. EGOLF, assistant to Neville Miller, NAB president, and head of public and industry relations of NAB, will be one of the main speakers at a regional wartime radio conference Nov. 19-21 at Stephens College, Columbia, Mo., to discuss "Responsibility of Radio in the New World".

Other speakers at the meeting, sponsored by the Assn. for Education by Radio and other professional organizations, are to be Maj. Harold W. Kent, Educational Division, War Dept.; Dorothy Lewis, coordinator of listener activities, NAB; Peggy Cave, president, Women Directors Assn.; Forrest Whan, regional vice-president, Assn. for Education by Radio; Madame Wellington Koo, wife of the former Chinese minister to France.

An attendance of several hundred is expected, with NBC, CBS, MBS and various radio stations, agencies, colleges, public schools, civic organizations and Government agencies represented. First of the conferences, in which Stephens students also participate, was held on the college campus last year.

More Sets In Use

HOOPER "National" Program Ratings Report for Sept. 30 shows a 20% increase in sets-in-use over the Sept. 15 report and a rise of almost 12% over the corresponding report of a year ago. Average rating is up about 23% from the last report and almost 12% from a year ago. Charlie McCarthy holds first place among the "First 15" evening programs, with Bob Hope second and *Aldrich Family* third. Walter Winchell ranks fourth, followed by Joan Davis with Jack Haley; *Radio Theatre;* Frank Morgan-Fanny Brice; Bing Crosby; *Screen Guild Players; Mr. District Attorney;* Durante-Moore-Cugat; *Blondie;* Kay Kyser (first half-hour) *Take it or Leave it; Your Hit Parade.* Red Skelton leads the programs broadcast after 10:30 p.m. which are not measured in the Eastern Time Zone.

'Tabasco' Spots

McILHENNY Co., Avery Island, La., has started a test campaign in the New York area for "Tabasco" red liquid pepper sauce. Firm has purchased three announcements weekly on *Kibitzers* on WJZ New York, and nine announcements weekly on WLIB Brooklyn through Huber Hoge & Sons, agency appointed to handle the New York area test. Other advertising continues to be handled by Aubrey, Moore & Wallace, Chicago.

Blue Meet Hears Of Thomas Deal

Standard Oil Will Sponsor, Pacific Affiliates Told

ANNOUNCEMENT of one of th largest package sales ever made o a Pacific Coast network followe the Pacific BLUE affiliates meeting in San Francisco, Sept. 23-24, whe Don E. Gilman, vice-president i charge of the Pacific BLUE, announced that Standard Oil Company of California would sponsor Lowell Thomas five nights a week beginning Nov. 1.

Thomas will be heard Monda through Friday at 9:30 p.m., PWT Contract was placed through Sa Francisco office of BBDO, and i for 52 weeks. Stations are KECA Los Angeles, KFMB San Dieg KGO San Francisco, KEX Portland, KJR Seattle, KPQ Wenatche KGA Spokane, KTMS Santa Barbara, KOH Reno, KFBK Sacramento, KWG Stockton, KTK Visalia, and KERN Bakersfield.

Details of the clearance whic made the sale possible were majo subjects of discussion at the meeting. Other topics were station option times, proposed network programs, and a revaluation of th progress made by the BLUE sinc its formation a year and a hal ago.

Attendance

Those attending included Joh H. Norton Jr., stations relation executive from New York; Kevi Sweeney, assistant to the vic president and sales promotion manager of the BLUE in Hollywood Tracy Moore, western sales manager; Leo Tyson, program manager; Milton Samuel, publicit manager, and Walter Lonner, general service manager, all of th BLUE.

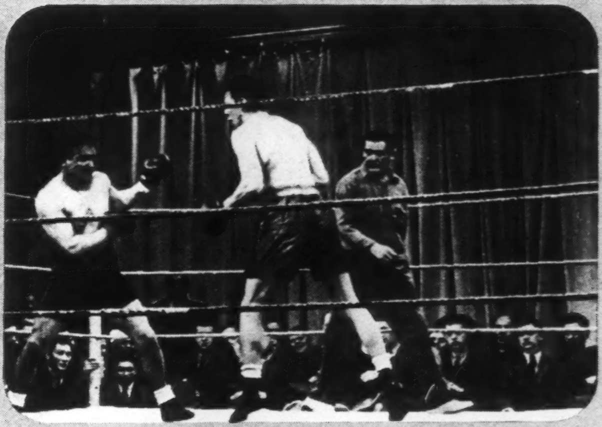
Representing KGO San Francisco were Don Searle, genera manager; Bob Wesson, manage of promotion and publicity; Ra Rhodes, sales manager; Bev Pa mer, chief engineer, and Bob Daw program manager.

Station affiliate representativ included Rogan Jones, KPQ We atchee; Arthur Gerbel, KJR Seattle; Arden X. Pangborn, KE Portland; Frank Carman, KUT Salt Lake City; Maxwell Kelch KENO Las Vegas; Charles P Scott, KTKC Visalia; Lou Kroeck, KOH Reno; Deane Banta KERN Bakersfield; George Ross KWG Stockton; Leo Ricketts KFBK Sacramento; John Hamly attorney for the McClatchy Broadcasting Co., Sacramento; Jac Gross, KFMB San Diego; an W. B. Ryan, Clyde Scott and Bu Edward, KECA Los Angeles.

PRESS WIRELESS' Hicksville ma ufacturing plant has been given th Army-Navy production award for th second time, the first having bee won six months ago, and has als distinguished itself by building sever large radio units in what is believe to be record time.

XUM

Gene O'Haire illustrates and analyzes war news with maps. This Wednesday night feature has a rating of 2.37 out of 3.00.



Amateur boxing matches draw a large studio audience. This feature has a rating of 2.35 out of 3.00.

Light operas and operettas are presented by well-known college and other amateur groups. A recent hit showed a rating of 2.26 out of 3.00.

A "home" program of helpful hints for the housewife suggests housekeeping time savers. The program rates 2.23 out of 3.00.

COME TO SCHENECTADY . . . and See Your Future Television Station in Action

To you, the future telecaster, General Electric offers as an aid to your planning a wealth of television programming and manufacturing experience.

Station WRGB in Schenectady is General Electric's television workshop. It is one of the finest and most complete television studios in the world.

At WRGB programs are created, studied and analyzed. Live talent multiple-scene productions are staged at low cost. Audience reaction is constantly checked and a rating established for every show. Operettas, civic meetings, variety shows, drama, sports events, and educational features are but a few.

Enthusiastic responses and repeated requests from an interested studio and home receiver audience prove the success of WRGB's weekly features—reactions providing abundant information which G.E. will gladly share with those considering television for after the war.

WRGB workshop is another example of General Electric's service to the broadcasting industry.

Within the limitations imposed by 100% war production, General Electric is planning and developing post-war television. Experiments are constantly in progress. As a result, programming refinements seen nowhere else often are to be seen at WRGB.

If you are in the broadcasting field, or interested in building a television station after the war, COME TO SCHENECTADY and inspect WRGB in operation. No other manufacturer of television broadcasting and receiving equipment offers so much knowledge and experience as General Electric. You are welcome at WRGB. Write . . . *Electronics Dept., General Electric, Schenectady, N. Y.*

Tune in "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to "The Hour of Charm" at 10 P.M. E.W.T. over NBC.

GENERAL ELECTRIC FM · TELEVISION · AM

160-89

COMPLETE STATION EQUIPMENT · STUDIO EQUIPMENT · TRANSMITTERS · ANTENNAS · ELECTRONIC TUBES · HOME RECEIVERS

A New Measurement of th

Of the 30,800,000 radio homes in the United States, only 8,000,000 or 26% are in the "program rating" cities.

What about the listening habits of the other 22,800,000 radio homes—in areas where there are fewer stations and less competition — and where, admittedly, people listen more?

You, as an advertiser, are naturally interested in finding out something about this large audience—and so, since November, 1942, we have had Hooper conduct a series of special rating-surveys in communities outside of the Hooper cities.

The results of the first five surveys are shown on the lower chart at the right.

While we knew that The BLUE was delivering good ratings in the Hooper cities—in fact, higher ratings now than ever before —the surveys proved that BLUE ratings
communities outside the Hooper cities we
even higher.

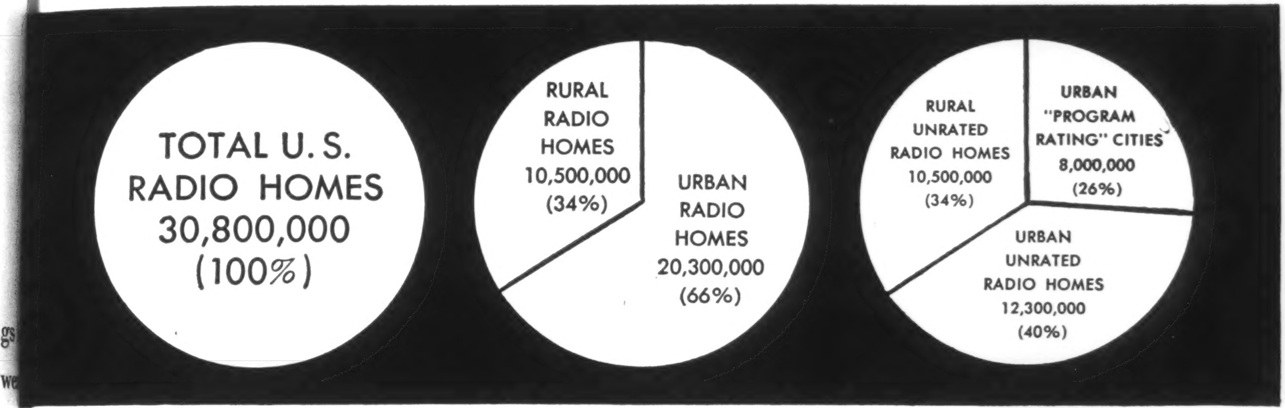
For example, on program "A," the ra
ing in towns having only a BLUE statio
was 283% higher than the regular Hoope
rating, and on program "B," the figu
was 359%.

The obvious moral is: when you loo
at BLUE, look at the ratings, yes, b
also look at BLUE program policies whic
have created an increasing listening hab
—look at the audience-building activiti
of BLUE stations—look at the coverage
of The BLUE's 167 stations—look at Th
BLUE's mounting list of good program
and top-rank advertisers.

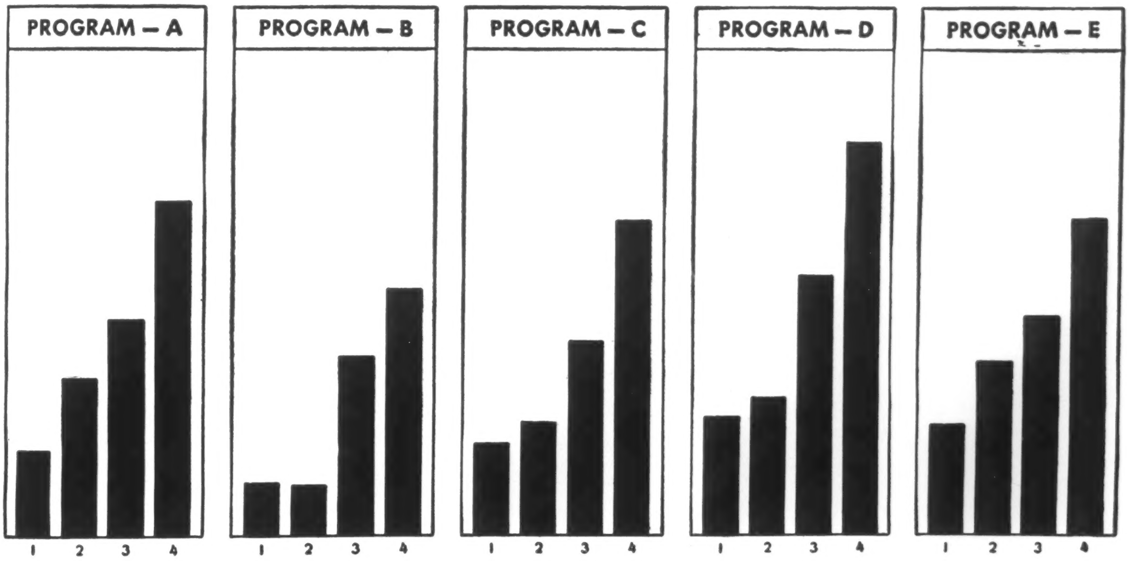
Look at BLUE from your own sal
angle, and you will buy BLUE.

IN THE WORKS—*a new, national advertising campaign to create larger audiences for Blue Network Programs—watch for the full story.*

he National Radio Audience



HOOPER RATINGS OF BLUE NETWORK PROGRAMS IN CITIES NOT REGULARLY SURVEYED



1. REGULAR HOOPER CITIES
2. CITIES WITH A BLUE AND 2 OR MORE OTHER STATIONS
3. CITIES WITH A BLUE AND 1 OTHER STATION
4. CITIES WITH A BLUE STATION ONLY

The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE

OWI Food Campaign Switches to Net, Station and National Spot Allocation

SWITCHING its "Food Fights for Freedom" campaign from the Special Assignment Plan over to the Network, Station, and National Spot allocation plans, the OWI Domestic Radio Bureau begins Nov. 1 to lay down a heavy barrage on the themes of food production, conservation, sharing, and price control. Actually there are nine subtopics combined in this campaign, which ranks second only to the Third War Loan in the amount of radio time allocated to campaigns during the last half of 1943.

The individual themes, which will continue to be supported, include war messages on such topics as nutrition, victory gardening, farm manpower (U. S. Crop Corps), and the Home Front Pledge (in support of rationing and price control).

Price Drive Continues

Scheduled for another week on the Network and Station allocation plans is "Hold Prices Down," the campaign to inform listeners about the government's program to hold the line on prices and the cost of living. The active interest and participation of listeners is sought in the fight against inflation.

"Stick to Your War Job" also continues to get the support of the station announcement plan, with the independent stations carrying these war messages during the first week of November.

Added to the list of Network Allocation spots, are a series in behalf of War Bond sales and another for the Junior Red Cross. The Bond spots bridge the gap between the Third War Loan drive, now oversubscribed, and the "Bonds for Christmas Presents" campaign which is to be featured later in the month. They are intended to stimulate Bond purchases through the payroll savings plan and thus to "keep on Backing the Attack."

The Junior Red Cross spots will help to recruit children for membership in Red Cross service efforts —to aid in collection of critical materials for salvage, fund collection, etc. All children from kindergarten to high school age are eligible.

During the week of Nov. 1 the National Spot plan will carry messages on "Food Fights For Freedom" and "Stick to Your War Job." This increasingly popular plan for broadcasting of war messages is the subject of a special article elsewhere in this issue of BROADCASTING.

On the Special Assignment plan for the week of Nov. 1 the subjects will be "Junior Red Cross," "Know Your Enemy" and the "V-12 Navy College Courses."

OWI PACKET, WEEK NOV. 1

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 1. Sell the spots officially designated for sponsorship. (None this week.) Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Ind.	Group OI Aff.	Ind.	NAT. SPOT PLAN Live	Trans.
Food Fights For Freedom	X	X	X	X	X	X	
Hold Prices Down	X	X	X	X	X		
Buy War Bonds	X						
Stick to Your War Job			X		X		X
Jr. Red Cross	X						

See OWI Schedule of War Messages No. 80 for names and time of programs carrying war messages under National Spot and Network and Allocation Plans.

Gracie Postponed

GRACIE FIELDS' premiere on Mutual for American Cigarette & Cigar Co., was postponed from Oct. 4 to Oct. 18 due to the English comedienne's delayed arrival from abroad. Miss Fields arrived Oct. 5, a week behind schedule.

CBC Farm Meeting

THIRD ANNUAL conference of the Canadian Broadcasting Corp. Farm Broadcast Section at Toronto, Oct. 15-18, will be under the chairmanship of O. J. W. Shugge, supervisor of farm broadcasts. Regional farm broadcast administration, analysis of program content, and plans for the 1943-44 national farm radio forum with regional pick-ups will be discussed.

Attending the conference are CBC farm broadcasters Fergus Mutrie, Vancouver; Hugh Boyd and Peter B. Whittall, Winnipeg; A. B. Kemp, W. J. MacPherson, H. J. Boyle and Dean Hughes, Toronto; Lamont Tilden and Armand Berube, Montreal; C J. Groff of the Information Office, Wartime Prices and Trade Board, Ottawa; Fred James and Ralph Marven of the press and publicity office, Dept. of Agriculture, Ottawa; and R. M. Scott, chief of markets information, Dept. of Agriculture, Ottawa.

CARICATURES of this agency-network production group on the weekly BLUE *Your Dubonnet Date*, were dashed off by Xavier Cugat, musical director and noted caricaturist (seated) during interim in rehearsal for initial broadcast of that series. Dubonnet Corp. sponsors the half-hour musical program which started Sept. 4. Caricature "models" (l to r) are Robert Moss, BLUE Western division production manager; Harvey Helm, associate writer; Hu Chain, assistant radio director of William H. Weintraub & Co., New York agency servicing account, and Ted Hediger, agency writer-producer.

TAKING OVER a new time, weekly *Noah Webster Says*, cash quiz program recently sponsored by Bristol-Myers Co. as summer replacement for *Duffy's Tavern* on BLUE stations, becomes an NBC sustaining feature in early October.

Texas Renews Opera

FOR THE fourth consecutive year, Texas Co., New York, will sponsor the Saturday matinee performances of the Metropolitan Opera on the BLUE for Texaco oil and gasoline. Starting Nov. 27, the series of 20 opera broadcasts will be presented from the stage of the opera house with Milton Cross again serving as announcer and commentator. The operas will be broadcast from 2 p.m. until their conclusion. Agency is Buchanan & Co., New York.

PRESS WIRELESS INC. has established regular communication with General Mihailovich's guerilla forces in the "woods and mountains of Yugoslavia." Government and press messages are being received, with interruption only when Nazi military activities interfere.

NEWS OR VIEWS
WOL to Identify Newsmen And Commentators

ENDORSING the *St. Louis Post Dispatch* editorial of Sept. 24 [BROADCASTING, Oct. 4], William B. Dolph, general manager of WOL Washington, sees in it a possible solution to the current discussion of whether newscasters may interpret as well as report the news.

In line with the *Dispatch* suggestion that radio distinguish between news and opinion, as a newspaper does with news stories and editorial comment, Mr. Dolph proposes to indicate the straight newscasters and commentators through their introductions on the air and through identifying marks in the program listings. Mutual commentators such as Raymond Clapper, Fulton Lewis jr. and Walter Compton will, according to the plan, be introduced as news commentators who may both report and interpret news. Also in WOL's printed program folios and newspaper listings those who objectively report the facts as received over the wire services, will tentatively be distinguished from the analysts by a star, asterisk or some mark with a footnote identifying them. Dolph plans to discuss his idea with Washington newspaper radio editors.

Canada Army Show

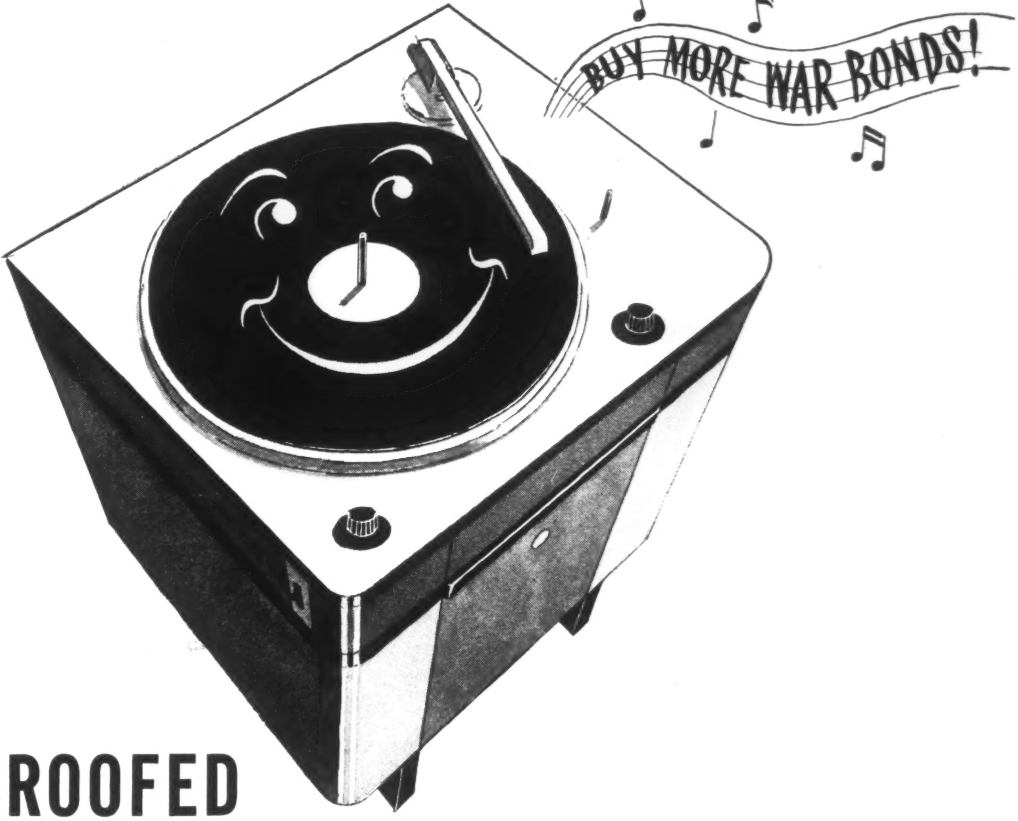
NEW CANADIAN Army transcribed show *The Army Speaks* is now beng carried by 52 Canadian stations, free of charge, and may be sponsored locally with an institutional type of commercial. The Canadian Army last winter had a similar series, *Badge of Honor*. The new series is based on the true life stories of new recruits, covering the recruit's life up to the time he enlists. The series, at present planned for 13 weeks, may be extended for 26 weeks. It is produced under the direction of Maj. Dick Diespecker, Army Radio Liaison Officer, scripted by Sgt. Len Peterson, recorded at CKCL Toronto, and pressed and shipped by Exclusive Radio Features, Toronto.

MBS Billings Up

MUTUAL BILLINGS for the month of September show an increase of 63.1% over the figures for the same month in 1942, while cumulative billings for the first nine months of 1943 are up 31.9% over a similar period last year. The figures are: Sept., 1943—$1,153,510; Sept., 1942—$707,283; cumulative billings, 1943—$9,350,477; 1942—$7,091,917.

Carter Coal Discs

CARTER COAL Co. and its Olga coal dealers have returned to the air with *The Hermit's Cave*, originating at WJR Detroit. Transcribed version is broadcast on CFRB Toronto; WGAR Cleveland; WING Dayton; WIRE Indianapolis; WLBC Muncie; WOOD Grand Rapids; WSBT South Bend and WSAI Cincinnati. Ralph H. Jones Co., Cincinnati, has the account.


BUY MORE WAR BONDS!

WOW-PROOFED

Transcribed programs otherwise excellent can be ruined by poor turntables.

Few events more woeful can occur than to have a sustained note degenerate into a devastating "wow" because of turntable speed variation.

RCA turntables are very good as to speed characteristics—the torque is high, and they are huskily built to withstand hard usage.

They are provided with a pickup which will reproduce both "lateral" and "vertical" cut transcriptions and are available with or without recording attachment.

Special "high precision" RCA recorders are available for use where "commercial" type recordings are required.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

RCA

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

Take the Whiskers Off Broadcasting

Advertisers Made U. S. Radio, Which Now Needs an Editorial Page

By COMDR. E. F. McDONALD Jr.
President, Zenith Radio Corp.

WHY DOES radio never lift its mighty voice to thunder the story of its greatness? Why does it fail to tell what American broadcasting really is? Why does it neglect to explain why and how American radio programs reach pinnacles of quality without equal anywhere else in the world?

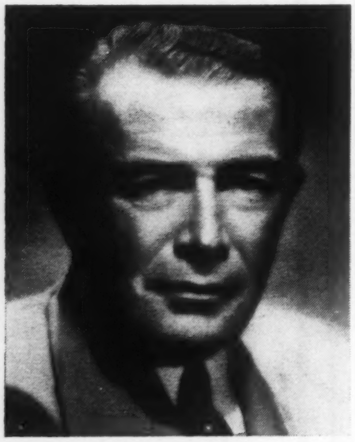
American radio leads the world because in all its phases, it has developed within our system of free competition.

In Britain and other countries, radio owners must pay an annual tax or listening fee. Broadcasting is under government auspices, which means that public officials decide what listeners shall hear. They try to learn what their listeners prefer and strive manfully to give them what they want. Yet even the most hostile and reckless-of-fact critics of American broadcasting must admit, when they are pinned down to it, that radio programs which are heard in the United States for nothing are infinitely superior to those abroad for which auditors must pay listening taxes.

The chief reason for this superiority is that while those who put American programs on the air may not be any more responsible than foreign officials who determine what their listeners shall hear, they are far more responsive. They have to be. For they can't offer programs on a basis of "hear this or hear nothing." Their programs must hold listeners who otherwise will tune in on something else.

'Quit Posing'

Here is the crux of the matter. The public has been led to believe that American radio is a public service sponsored by broadcasting companies. The time has come for radio chains and broadcasting stations to *take off their whiskers* and *quit posing as public benefactors.* Our gratitude should be expressed not primarily to radio stations but to American advertisers whose dollars pay for everything we have in broadcasting. Last year the advertisers of America spent $250 million—*one-half the cost of the Panama Canal*—to present programs which the public heard for nothing. Of that quarter billion, $191 million went to broadcasting stations and networks in payment for time on the air. This is the *only* source of revenue which broadcasters have. It pays not only for the broadcast of sponsored programs but for everything else which goes on the air—Presidential talks, public debates, news bulletins, special events, schools of the air, and all sustaining features.



COMDR. McDONALD

Terrible Commercials

Advertisers buy radio time and employ the best talent obtainable because they find it good business to do so. A sponsor knows that while his show is on, other programs are bidding for listeners. If too many people prefer competing programs, his audience falls off and his advertising does not bring results. This intense competition for listeners and potential customers has given American radio its high quality and variety. It also exerts a restraining influence on commercial announcements during programs; astute advertisers know that the big money they pay for radio time and talent is wasted if their commercials antagonize a large proportion of their audience. Listeners can always turn to other stations. And here I take a bow for the entire radio manufacturing industry. With push-button tuning, chairside models, and foot control of automobile radios, the industry has made it easier for listeners to switch stations.

Still, some commercials are simply terrible. Not generally a part of high-grade network programs, most of the offenders are on local stations and in the form of spot announcements which are jimmied into the few seconds between programs. Consider an advertiser who buys a half hour of network time for $8,000 and puts on a show costing $3,000. Suppose the next half hour is taken by another sponsor who also spends $11,000 for his presentation. Each sponsor hopes his $11,000 will be more than repaid in good will and response to the sales message which he compresses into less than three minutes of his time. Each carefully prepares his commercials so that they may be in good taste and in keeping with the quality of his entertainment.

At the end of 29½ minutes—not, mind you, the 30 minutes he paid for—comes the network break, with "This program came to you from New York. This is the Soandso Broadcasting Chain." So far, so good; everything in good taste as planned by the advertiser. Then in the fraction of a minute before the next $11,000 show goes on the air, comes a succession of squawks, whistles, yaps, bazooka-like sounds, and a mixture of adenoidal and honey-chile' voices. An audience created by one half hour program has left its dials unchanged in anticipation of another pleasing thirty minutes and is *tricked* into hearing the spot announcements of an advertiser who has no entertainment to offer, and who is like a peddler with one foot in your front door.

This free-rider on another advertiser's high cost program doesn't mind irritating a portion of his audience so long as he can din his message into the ears of the remainder. In fact, one measurement of a new spot announcement's effectiveness is the amount of irritation caused; when complaints roll in, sales also skyrocket.

'Earitation' Pays

Even those who think they know, can't explain the strange psychology of audience reaction to certain radio programs. It is easy to understand why well liked programs rank high in Crossley popularity ratings and bring profitable results to their sponsors. But why should some features which are distasteful to a great majority of radio listeners also enjoy high rating and pay well in sales? Nine out of ten tell you that they dislike a cert commentator; yet he has a hig Crossley rating than any ot comparable program, and upon heels of a recent ugly controve his rating actually increased. W Does the dirt which he dishes m people listen despite their disli

As for objectionable spot nouncements, they appear to creating a new type of listeners w might be termed the Plugullib Some time ago, a brewery in of our largest cities perpetra one of the most "Earitating" l spot commercials ever devised. sales were low when it bega seventh or eighth among beers tributed in that city. Today sales are in second or third pl and the plant is operating at pacity. Who's to blame for th P. T. Barnum or Texas Guinan they were alive, might have answer.

In Self-Defense

But don't blame the netw sponsor for these ugly plugs. general has become the practice such interruptions that many la users of network time, adverti who provide programs the p likes to hear, now buy spot nouncements in self-defense. commercials have long been a peeve of mine, because they a parasitic growth on the syste broadcasting which has give our fine programs, and bec they are responsible for much the criticism which has levelled at radio in general. course, this is a practice which grown with the industry and provides considerable revenue individual stations. Some defen as an essential component of present broadcast system which should not be forgotten, gives American public a higher stand

(*Continued on page 52*)

COMMANDER E. F. McDonald Jr., founder-president Zenith Radio Corp., has been in radio since 1921. In the ea 20's he built and operated WJAZ. In 1923 he organized NAB, and as its first president he "sold" one of the wor first commercial broadcasts: NAB, in return for a $1,000 do tion, helped a magazine publisher dispose of a large over- by persuading member stations to broadcast a sales message t cleared the news-stands.

In 1926 McDonald objected to one-man control of radio precipitated a test case by broadcasting on a Canadian wa length in defiance of an order by Secretary of Commerce H bert Hoover. The Court's decision ended one-man control; Donald then appeared before the Senate committee urging organization of the first radio commission.

Three years ago Zenith erected a pioneer FM station the Midwest, W51C, which today transmits only good mu and sells no advertising. McDonald has, in other words, about every side of most controversial radio problems.

A Bullet . . . and the Cleveland Market

A bullet? The Cleveland market? What have they got to do with each other? Simply this . . .

The American people know that today a bullet is essential . . . or back we might go to bows and arrows.

And American businessmen know that advertising in the *right market is essential*—particularly today. . . or back they might go to the commercial Stone Age.

Cleveland is one of these *right markets* . . . and WTAM is the *essential* station in that market. For WTAM is the most listened-to station in the Cleveland market—listened to *ten times more* in urban counties than any combination of stations in the area. And, in the area itself, employment is up 33%, business has increased by 42%, and 92% of the people own radio sets.

WTAM—CLEVELAND

One of Eleven Essential Stations in Eleven Essential Markets

Represented by NBC Spot Sales

WTAM is one of eleven essential stations in eleven essential markets. Here's why they are *essential* to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the postwar period—as a bullet is to the defense of America.

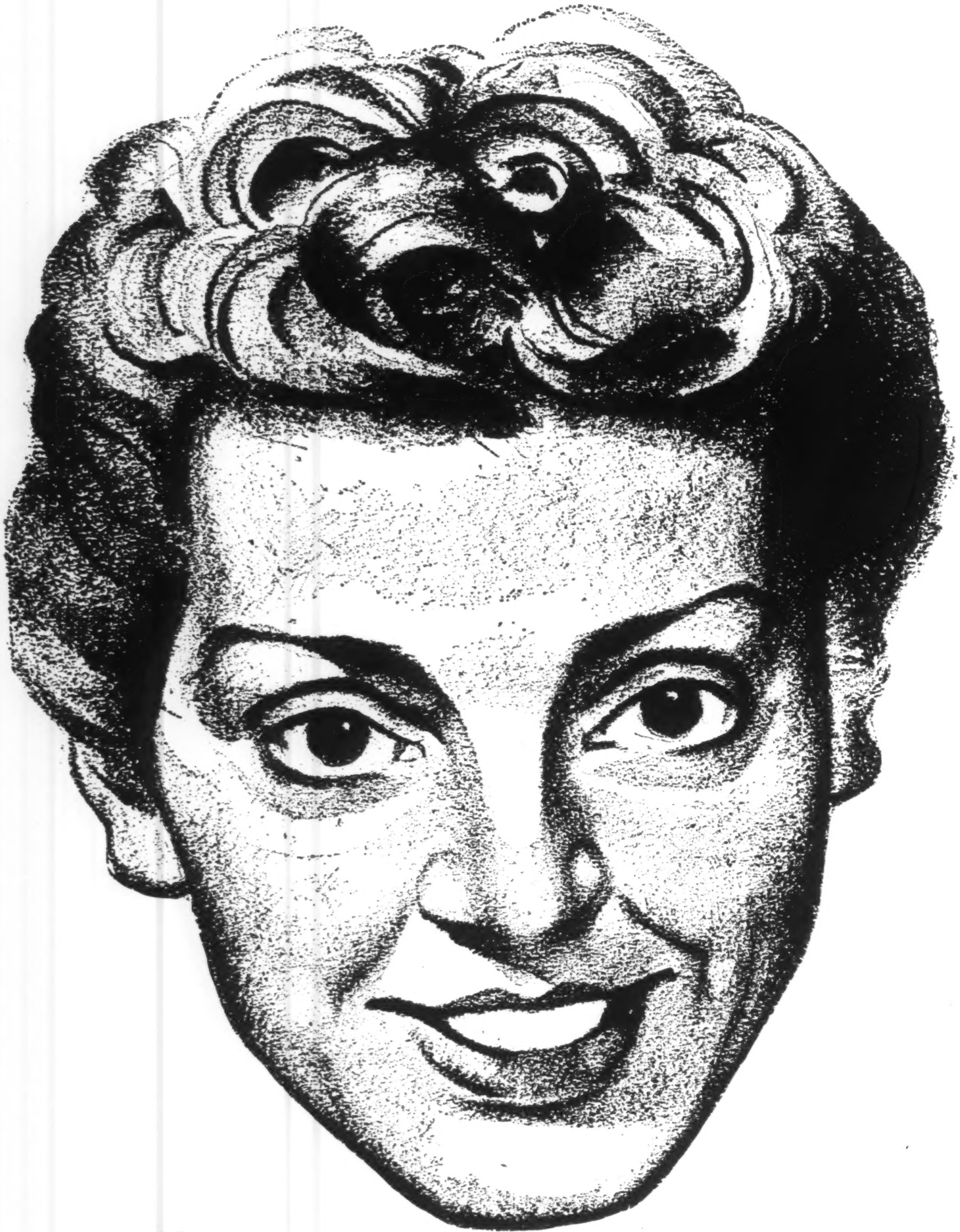
And WTAM, Cleveland, will score a *direct hit* every time!

WTAM—CLEVELAND
WEAF—New York
KYW—Philadelphia
WRC—Washington
KOA—Denver
WMAQ—Chicago
KPO—San Francisco
WGY—Schenectady
WBZ-A—Boston-Springfield
WOWO-WGL—Fort Wayne
KDKA—Pittsburgh

NBC SPOT SALES

A SERVICE OF THE RADIO CORPORATION OF AMERICA

There'


HUGO GELLERT

XUM

’HAWLEY!

Nobody wants to get away from Adelaide Hawley—and it's hard to do in New York.

Go to the movies. There she is: women's commentator on the MGM News Reels.

Go to the visiting-celebrity high-jinks that are always occurring in New York—there's Adelaide right up in front.

Get within ear-shot of a radio in the New York area around 8:45 in the morning—and odds are you'll hear Hawley. One out of every three listening homes is tuned to her *Woman's Page of The Air* every morning. It's the most popular local women's show in New York.

Her program is neither a cooking school, a gossip column, nor advice to the lovelorn. It's a grown-up, well-dressed, urbane show. A New York kind of show.

Hawley's specialty is to know everyone important or interesting in New York. She gets them on the air—talking about what they can talk about best. She interviews interesting "neighbors at work." She tells about what's new in the market. She reports the things she sees and does in the busiest, most interesting city of them all.

Adelaide's skill makes it a fascinating show...full of life, interest, fast action and spirited talk. It's the kind of show that makes 8:45 A.M. an event to New York women.

Of course, it's on WABC.

Sorry—all 18 of the participations available each week are now sold out.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

WABC

Columbia's Key Station
NEW YORK • 50,000 Watts
COLUMBIA OWNED

CBS

M.C.s Trained for NAB Retail Shows

Biographies of Leaders Who Will Show Film In 111 Centers

FOURTEEN executives of independent, affiliated and network stations will have completed one-week intensive training courses as masters of ceremonies for local showings in 111 cities by the October 12 premiere of the radio industry's film presentation, "Air Force and the Retailer" in Washington, D. C., at which Harry Burke will be M. C.

Backgrounded in radio and advertising, the 14 broadcasting men chosen are being especially trained as public speakers for their tours. The Retail Promotion Committee, headed by Paul W. Morency of WTIC Hartford, organized two schools, in Detroit and New York, to coach the emcees in their presentation techniques. The "short courses" attended by these veteran radio executives will enable them to give professional performances.

The masters of ceremonies are:

M. F. Allison, promotion manager of WLW Cincinnati; Lewis H. Avery, director of broadcast advertising, NAB Washington, D. C.; Harry D. Burke, assistant general manager in charge of sales, WOW Omaha; Donald D. Davis, president of WHB Kansas City, Mo.; James M. Gaines, specialist in sales promotion in station relations department of NBC New York; Arthur Hull Hayes, general manager of WABC New York; Kingsley P. Horton, assistant general manager and director of programs and sales, WEEI Boston; Walter Johnson, assistant general manager of WTIC Hartford; Robert T. Mason, manager of WMRN Marion, O.; John M. Outler, Jr., sales manager of WSB Atlanta; Clyde Pemberton, commercial manager of KFJZ Fort Worth; Willan C. Roux, assistant manager of NBC spot sales, New York; Frank Webb, sales manager of KDKA Pittsburgh, and Frank Parke Wright, manager of the San Francisco Retail Radio Bureau.

M. F. (CHICK) ALLISON

Promotion Manager, WLW

M. F. (CHICK) ALLISON has been active in nearly every exhibit staged in conjunction with NAB conventions, and is an active member of the Retail Promotion Committee. He was vice-chairman of the Promotion Display in 1941 and Cleveland Convention chairman in 1942. In advertising work for six years after he was graduated from Kansas State College Journalism School as promotion manager in 1936. He has been promotion manager of WLW Cincinnati, since October 1940. He is president of the Advertisers Club of Cincinnati.

Mr. Allison

HARRY BURKE

Assistant Mgr. in Charge of Sales, WOW

HARRY BURKE of WOW Omaha has been in the radio business for 16 years. He is a graduate of the University of Nebraska and joined WJAG Norfolk, Neb., in 1927 as an announcer. During his last two years at WJAG he was station manager. He left that station in 1931 to go to WOW as part-time announcer and salesman. He has been with WOW ever since, holding positions as chief announcer and program manager and is now assistant manager in charge of sales. Burke is active in the Association for Education by Radio. An aviation enthusiast for the past 20 years, he owns and flys his own planes. He is one of the original members of the Civil Air Patrol and holds the rank of captain in the capacity of Wings Communications Officer in the state of Nebraska.

Mr. Burke

LEW AVERY

NAB Director Broadcast Advertising

LEW AVERY has been with NAB as director of NAB's Department of Broadcast Advertising since September 1942, when he succeeded Frank Pellegrin who entered the Army as a captain. Avery went into radio in 1926 as a part-time announcer at WGY Schenectady while he was studying engineering at Union College there. For two years he did news programs and a half hour weekly farm program while still a student. He joined Mohawk Power Corporation in 1928 as assistant to the advertising manager and became advertising manager in 1930.

Mr. Avery

Avery joined BBDO in 1930, handling all radio accounts between Albany and Detroit. In 1932 he became manager of Planning and Service for WGR-WKBW Buffalo and the next year he was named director of sales for those two stations.

When the move to form a sales managers division of NAB was launched in July, 1936, Avery became a member of the first executive committee. He was chairman in 1937-8 and in 1938 presented a comprehensive plan of broadcast advertising that was unanimously adopted and became the basis of NAB's broadcast advertising activities. He is a native of Seneca Falls, New York.

DONALD DWIGHT DAVIS

President, WHB

DONALD DWIGHT DAVIS, WHB's president, is a native-born Kansan. At Kansas University, where he took an A.B. in journalism, he was editor of the *Daily Kansan*, publisher of the *Sour Owl* and business manager of the senior annual, *The 1918 Jayhawker*. Nine years later he was an established advertising man and was already experimenting with radio advertising. In 1930 Charles R. Cook of the Cook Paint & Varnish Co., purchased WHB, and wanting an advertising man to run it he chose Davis who, as partner of Loomis, Baxter, Davis & Whalen, Inc., handled the Cook account. He was made president on May 4, 1931.

Mr. Davis

Davis' hobbies are music, dancing, the drama, travel, reading, drumming and aviation. He is a member of the Mayor's Aviation Advisory Board, a trustee of the Kansas City Philharmonic, a director of the Kansas City Safety Council and an earnest Kansas City civic worker. He belongs to Mission Hills Country Club, the University Club, the Kansas City Club, the Lions Club, the Conquistadores del Cielo of New Mexico and the Tavern Club and the Wine & Food Society of Chicago. A member of Phi Gamma Delta, Sigma Delta Chi and Phi Beta Kappa, he has written two books, *Manual of College Annual Management* and *Collegians Abroad*.

JAMES M. OUTLER JR.

Sales Manager, WSB

JAMES M. OUTLER, Jr., sales manager of WSB Atlanta, was in newspaper advertising work for a number of years before he entered the radio field. Born in Metcalf, Ga., in 1892, he joined the *Augusta (Ga.) Herald* advertising staff as advertising solicitor and classified advertising department manager after he was graduated from Emory College in 1914. He was a display advertising solicitor for the *Atlanta Journal* in 1916 when he enlis He was a first lieutenant at time he was wounded in the Me Argonne offensive in 1918.

Mr. Outler

In 1919 Outler rejoined the *lanta Journal* in the same posit and was the *Journal's* automo editor from 1920 to 1926. Then four years he was its manager rotogravure advertising. In 1 he organized a sales departm for the *Journal's* station, WSB "temporary" assignment wh lasted until 1940 when the s tion's ownership changed ha and the position became perm nent. Outler has been a memb of the NAB's Sales Managers vision since 1940 and was cha man of that division's execut committee in 1942-43. He has b a member of the Retail Promot Committee of NAB since its org ization.

KINGSLEY F. HORTON

Assistant Manager, WEEI

KINGSLEY F. HORTON, assi ant manager and director of p grams and sales for WEEI, (station in Boston. A native Syracuse, he w graduated fr Syracuse Univ sity in 1931. joined WF Syracuse as salesman on gr uating from c lege, and t years later joi Columbia's Ra Sales Inc. In 1 he joined WE as sales manager. The father two small daughters, he lives Wellesley, Mass. He likes Vict gardening, bicycling and cooki though hunting and fishing are avocations to which he gives heart.

Mr. Horton

WILLAN (BILL) ROUX

Assistant Mgr., NBC Spot Sale

BILL (Bill for Willan, not W liam) ROUX, assistant mana of NBC Spot Sales, is another dio executive who started his bu ness career with L. Bamberger & Co. in Newark, N. J. A native of Newark, he attended Newark Academy and in 1923 was graduated from Brown University. In Bamberger's advertising section he acquired a perspective on retail and whole selling which has been invalu ever since. Later, in that city formed a partnership that op ated a general advertising ag cy. In 1932 he joined NBC served in various promotion p tions, including that of NBC vertising Manager. Leaving company in 1937, he worked International Radio Sales, sta representatives. Then he retur

Mr. Roux

Announcing
The largest, most comprehensive radio survey ever made on the Pacific Coast
276,019
TELEPHONE CALLS IN 33 CITIES...
A survey just completed by C. E. Hooper, Inc., shows that

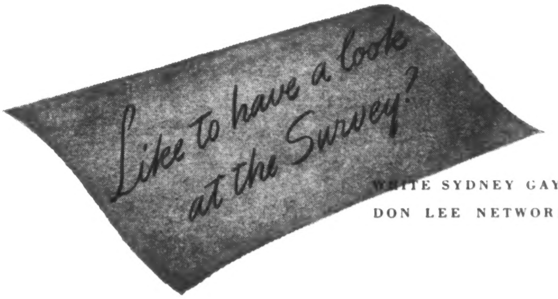
Only *one* network completely covers the Pacific Coast

Only *one* network commands the attention of 60% to 100% of the listening audience in many Pacific Coast markets

Your radio show may be terrific, but hundreds of thousands of people on the Pacific Coast can't hear it unless its released on

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice Pres., Gen. Mgr.*
5515 Melrose Ave., Hollywood 38, Calif.


Like to have a look at the Survey?

WRITE SYDNEY GAYNOR, GENERAL SALES MANAGER
DON LEE NETWORK, OR YOUR LOCAL JOHN BLAIR OFFICE

THE NATION'S GREATEST REGIONAL NETWORK

to network promotion with CBS. In December, 1939, he rejoined NBC as sales promotion manager of WEAF and WJZ. In 1941 he became national spot and local sales promotion manager of all NBC owned stations. And in 1943 he was advanced to his present position.

FRANK V. WEBB
Sales Manager, KDKA

Mr. Webb

FRANK V. WEBB, KDKA sales manager, candidly attests to selling about everything except door-to-door trinkets since he left Kent College in Ohio. Born in Mexico City of American parents, he spent his grammar school days in Indianapolis and his high school days in Kansas City, Mo. After a varied selling career he joined the national advertising department of the *Arizona Republic and Gazette* in 1930. Four years later he became ad staff salesman with the *Santa Barbara New Press* where he was later made assistant advertising and promotion manager of the *New Press* as well as its affiliated radio station KTMS. Leaving KTMS as general manager he started east again, first to WOWO and WGL in Fort Wayne, and in 1942 to WRS Philadelphia. On June 1, 1943, he was advanced to the world's Pioneer Station as sales manager.

JAMES M. GAINES
NBC Station Relations Dept.

Mr. Gaines

JAMES M. GAINES, NBC's contact man in the station relations department, joined NBC in February, 1942. Prior to his affiliation with NBC he was personal representative of Major Edward Bowes assigned to the Chrysler Corporation's Amateur Hour. As the Major's representative he spent four years traveling the length and breadth of America and Canada, lining up talent, writing tributes to "honor cities", broadcasting and handling publicity and program arrangements. Born in Virginia in 1911, Gaines attended schools in that state and in New York before beginning his business career with L. Bamberger & Co. in Newark, N. J. He also spent five years with the Automobile Merchants Association of New York and in 1936 and 1937 he publicized and promoted the New York Automobile Show, among the most successful in the history of the industry.

ARTHUR HULL HAYES
General Manager, WABC

Mr. Hayes

ARTHUR HULL HAYES, general manager of WABC New York since December, 1940, joined the Columbia Broadcasting System in January, 1934. A native of Detroit, he was graduated from the University of Detroit and for a year was with the national advertising department of the *Detroit News*. Later he joined Campbell-Ewald Co., Inc., in the media department, then became assistant to the vice president in charge of media and finally assistant director of radio for the agency. After joining CBS, Hayes was in Radio Sales for three years, during that time serving as eastern sales manager. In 1937 he was appointed sales manager of WABC, a position he still holds in conjunction with his duties as general manager.

CLYDE D. PEMBERTON
Commercial Manager, KFJZ

CLYDE D. PEMBERTON was merchandising, advertising and sales extension manager of Leonard's, one of the Southwest's largest department stores, for 13 years before he entered radio work. He obtained considerable experience there as a radio time buyer before he left Leonard's to become commercial manager of KFJZ Fort Worth. A native of Texas, he was an executive of the Fort Worth Chamber of Commerce for five years before he entered the retail field.

WALTER JOHNSON
Assistant General Manager, WTIC

Mr. Johnson

WALTER JOHNSON, assistant general manager of WTIC, has been with the station since it was opened in 1925. Starting as an announcer, he held progressively the posts of chief announcer, production man, salesman, supervisor of local sales and manager until his appointment to his present position in 1942. For some years Johnson has specialized in the study and development of broadcast advertising for retailers. In 1939 he made a personal survey among retailers and radio stations in ten major cities and at the annual convention of the sales promotion division of the NRDGA he conducted the "Information Please" radio session. He has been account executive of WTIC's department store client, G. Fox & Co., since that company went on the air in 1935.

ROBERT T. MASON
President and General Mgr., WMRN

ROBERT T. MASON, who is a member of the NAB's Small Market Stations Committee, was in the newspaper and magazine publishing field for 15 years as editor, market analyst and circulation director before he started WMRN Marion, in 1940. He is president and general manager of the station. He also is vice-president of the Ohio Association of Broadcasters and vice-president of the Ohio Civil Service Council. Born in Mi waukee Oct. 3, 1900 he was gra uated from Ohio State Universi and is a member of Delta Chi a Delta Sigma Chi.

FRANK PARKE WRIGHT
Mgr., San Francisco-Oakand Retail Radio Bureau

Mr. Wright

FRANK PARKE WRIGHT, ma ager for the San Francisco-Oa land Retail Radio Bureau, is a n tive of Buffalo. Attending S George's School Newport, R. I., started his bu ness life as an e gineer. Afte serving as chi engineer a chemist with t Buffalo Smelti Works, he le for the Paci Coast where was employed the United States Forest Servi at Plumas county. In 1926 he joine KFWN (now KROW) as progra producer and time salesman. H later became station manager KTAB and opened a general age cy, Frank Wright & Associate San Francisco and Oakland, whe he majored in retail accounts. June, 1942, he was selected ma ager of the San Francisco-Oakla Retail Radio Bureau Inc., which sponsored by leading San Fra cisco Bay area stations as a se vice unit for those dealing entire with retail stores. When the B reau started, a group of 18 le stores in the area were spendi less than $50,000 annually in r tail radio; now, a year later, t figure is $200,000.

SCHEDULE OF LOCAL SHOWINGS OF NAB RETAIL FILM

THE schedule of local showings of the NAB retail promotion film, grouped by masters-of-ceremonies, with time, place and local chairmen, follows:

M. F. ALLISON

Providence, R. I., Oct. 18, 8 p.m., Biltmore Hotel, J. J. Boyle, WJAR.

Fall River, Mass., Oct. 19, 8 p.m., Temple Hall, Wm. T. Welch, WSAR.

Manchester, N. H., Oct. 20, 2:30 p.m,. Carpenter Hotel, Elden Murray, C. of C.

Portland, Me., Oct. 21, L. T. Pitman, WCSH.

Boston, Oct. 22, 12 noon, Hotel Statler, H. Roy Marks, WEEI.

Worcester, Mass., Oct. 26, 2:30 p.m., Hotel Bancroft, Brooks Shumaker, Wm. Filenes Sons Co.

Hartford, Conn., Oct. 27, 3:30 p.m., Avery Memorial, Richard Davis, WNBC.

Springfield, Mass., Oct. 28, 8 p.m., Kimball Hotel, Wilton W. Stoughton, WSPR.

Plattsburgh, N. Y., Oct. 29, 8 p.m., Cumberland Hotel, Geo. F. Bissell, WMFF.

LEWIS H. AVERY

St. Paul, Oct. 18, 4 p.m., St. Paul Hotel, Edward Hoffman, WMIN; Ray C. Jenkins, KSTP.

Minneapolis, Oct. 19, 4 p.m., Radisson Hotel, C. T. Hagman, WTCN.

Duluth, Minn., Oct. 20, 8 p.m., Odin S. Ramsland, KDAL.

Grand Forks, N. D., Oct. 21, 6 p.m., Country Club, Elmer Hanson, KILO

Fargo, N. D., Oct. 22, 8 p.m., Gardner Hotel, Barney Lavin, WDAY.

Wausau, Wis., Oct. 25, 8 p.m., Hotel Wausau, J. W. Kileen, WSAU.

Denver, Oct. 27, 9 a.m., Frank Bishop, KFEL.

Chicago, Nov. 1, Nov. 2, Ben Berentson, WGN.

Cleveland, Ohio, Nov. 3, K. K. Hackathorn, WHK.

Youngstown, Ohio, Nov. 4, 6 p.m., Southern Hills Country Club, Warren Williamson, WKBM.

New York, Nov. 9, Nov. 10, Arthur Hull Hayes, WABC.

Altoona, Pa., Nov. 10, 2:30 p.m., Penn Alto Hotel.

HARRY BURKE

Terre Haute, Ind., Nov. 1, Terre Haute House, George Jackson, WBOW.

Indianapolis, Nov. 2, 12 noon, Columbia Club, R. E. Bausman, WISH.

Fort Wayne, Ind., Nov. 3, 6:30 p.m., C. of C., J. B. Conley, WOWO.

Peoria, Ill., Nov. 4, 2:30 p.m., Hugh Boice, WMBD.

Racine, Wis., Nov. 5, H. J. Newcomb, WRJN.

Milwaukee, Nov. 8, 3:30 p.m., Radio City, 720 E. Capitol Drive, L. W. Herzog, WTMJ.

Rock Island, Ill., Nov. 9, 8 p.m., Maurice Corken, WHBF.

La Crosse, Wis., Nov. 10, 12 noon, Stoddard Hotel, R. Stewart, WKBH.

Albert Lea, Minn., Nov. 11, 3 p.m., E. L. Hayek, KATE.

DONALD D. DAVIS

Bridgeport, Conn., Nov. 1, 8 p.m., Barnum Hotel, Jos. Lopez, WICC.

Philadelphia, Nov. 4, Roger Clipp, WFIL.

Pittsburgh, Nov. 8, 9:30 a.m., Wm. Penn Hotel, Wilmer Jacoby, Secy., Retail Merchants Assn.

Wheeling, W. Va., Nov. 9, evening, Windsor Hotel, Wm. E. Rine, WWVA.

Altoona, Pa., Nov. 10, Robt. M. Phelps, C. of C.

Baltimore, Nov. 11, Thomas Tinsley, WITH.

JAMES GAINES

Asheville, N. C., Nov. 1, 8 p.m., Batte Park Hotel, Louis Lipinsky, Asheville Me chants Assn.

Winston-Salem, N. C., Nov. 2, 8 p.m Robert E. Lee Hotel, Harold Essex, WSJ

Danville, Va., Nov. 3, 6:30 p.m., Ho Danville, R. Sanford Guyer, WBTM.

Roanoke, Va., Nov. 4, 10 a.m., Patri Henry Hotel, Ray P. Jordan, WDB James H. Moore, WSLS.

Lynchburg, Va., Nov. 8, Philip P. Alle WLVA.

Richmond, Va., Nov. 11, 2:30 p.m John Marshall Hotel, E. S. Whitlo WRNL.

ARTHUR HAYES

Miami, Oct. 18, 12 noon, Flagler Ga dens, J. M. LeGate, WIOD.

Gainesville, Fla., Oct. 19, 2 p.m., 20t Century Club, Garland Powell, WRUF.

Jacksonville, Fla., Oct. 20, 7:30 p.m Geo. Wash. Hotel, Frank King, WMBR.

Mobile, Ala., Oct. 22, 10 a.m., Chamb of Commerce, F. E. Busby, WMOB.

New Orleans, Oct. 25, James Gord WNOE.

Montgomery, Ala., Oct. 26, 2 p.m Jeff. Davis Hotel, G. W. Covington, WCO

Memphis, Oct. 27, 8 p.m., Hotel Peabo Jos. Gronauer, J. Goldsmith & Sons Dep Store and E. A. Alburty, WHBQ.

KINGSLEY HORTON

Pittsfield, Mass., Oct. 18, 7:45 p.m Hotel Wendell, M. B. England, WBRK.

Buffalo, Oct. 19, 6:30 p.m., Hotel State Bill Doerr, WEBR.

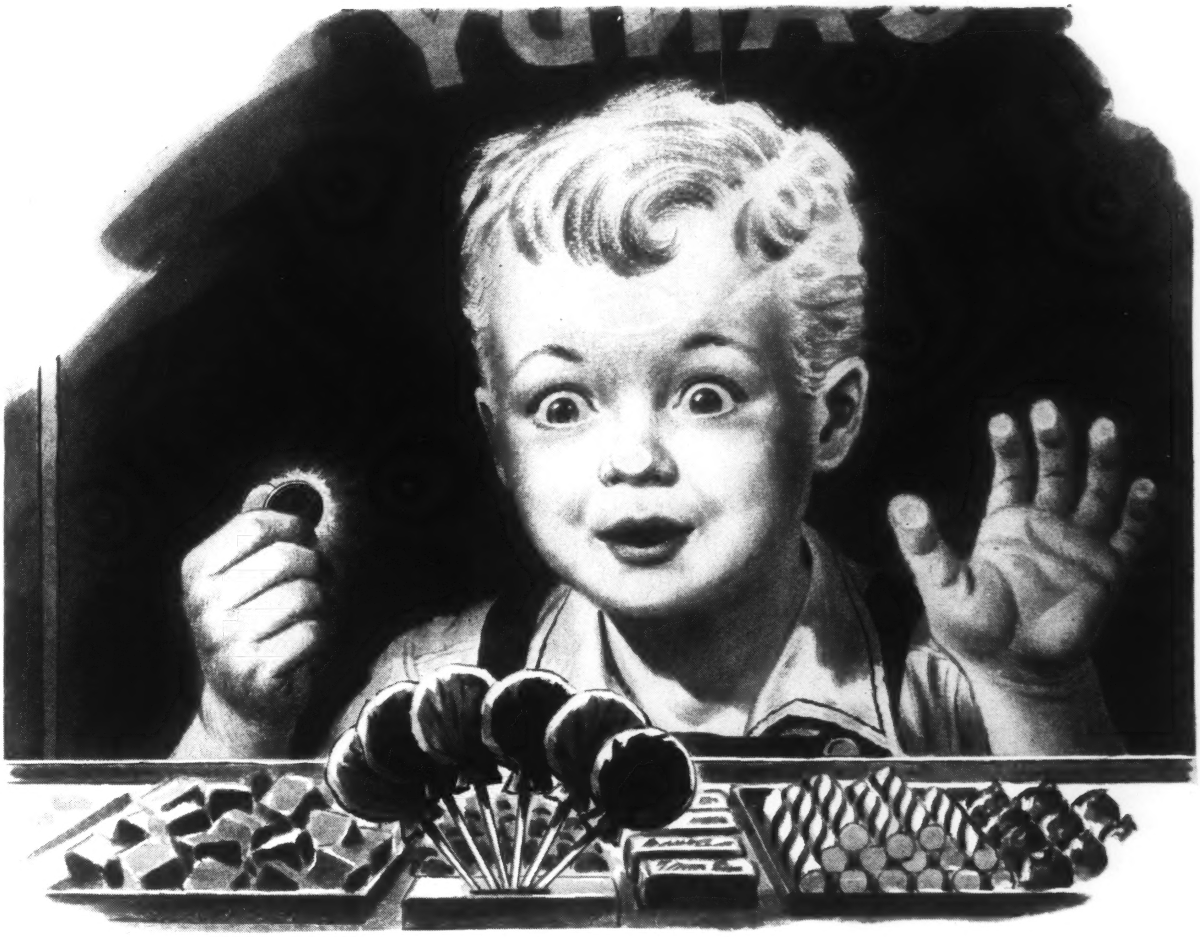
Rochester, Oct. 20, 12 noon, Chamb of Commerce, Gunnar Wiig, WHEC.

Utica, N. Y., Oct. 21, 8 p.m., Ho Utica, N. W. Cook, Elliott Stewart, WIB

Albany, Oct. 25, 3:30 p.m., Ten Ey Hotel, Harold Smith, WABY.

Newark, N. J., Oct. 26, 2 p.m., Ho Douglas, Irving Rosenhaus, WAAT.

XUM



Nose against the window and a penny in his hand

Here's a momentous decision in the making—an important transaction about to be consummated. The stage is set—the elements of sale brought into focus. (1) There's the merchandise. (2) A window through which to view it. (3) A budding Croesus with the dough and an irrepressible urge to spend it. (Probably he also has a piggy-bank loaded with future buying power.)

FROM toddling days, through the years of maturity, human reactions to the psychology of advertising and selling undergo little change. For applying it *en masse*, Detroit offers one of the largest, richest and most compact fields in the world.

Here, excluding the infant population, a million and a half people with buying responsibilities or inclinations have their "noses to the window"—making mental note of what they will buy when the war's end arrives.

Nearly 600,000 are high-earning war-factory workers who carry home *weekly* over $36,000,000. This goes for the immediate needs of home and person, and for War Bond savings to build up a mountainous buying power for the future.

WWJ provides more "windows" through which your present or future product can be viewed by Detroiters than any other radio station in this great market. Many surveys prove that.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

for FM

in Kansas City, it's

KOZY

WHO—Formerly K49KC

WHEN—Nov. 1st 1943

Same Pioneer FM Station

Same Management

Same Policies

NEW Easy-to-Remember Call Letters

Rate Card available upon Request from any of the three

COMMERCIAL RADIO EQUIPMENT CO.

offices

321 E. Gregory Blvd.
Kansas City, Mo.

Evening Star Bldg.
Washington, D. C.

1584 Cross Roads-of-the-World
Hollywood, Calif.

or from

FM Radio Station KOZY
1013 Porter Bldg.
K. C., Mo.

Everett L. Dillard, General Manager

WALTER JOHNSON

Akron, Oct. 19, 2:30 p.m., Mayflower Hotel, A. C. Hutchinson, Secy., Akron Merchants Assn.

Canton, Ohio, Oct. 21, 2:30 p.m., Onesto Hotel, Felix Hinkle, WHBC.

Springfield, Ohio, Oct. 25, Reggie Martin, WIZE.

Columbus, Oct. 26, 2:30 p.m., Deshler-Wallick, H. H. Hoessley, WHKC.

Cincinnati, Oct. 28, Netherland Plaza Hotel, Walter A. Callahan, WSAI.

ROBERT MASON

Kansas City, Mo., Oct. 19, President Hotel, Fred. M. Lee, G.M., John Taylor Dry Goods Co.

Little Rock, Ark., Oct. 25, evening, Albert Pike, G. E. Zimmerman, KARK.

Oklahoma City, Oct. 26, 2 p.m., Biltmore Hotel,, Kenyon Brown, KOMA.

Tulsa, Oct. 27, evening, Tulsa Hotel, John Esau, KTUL.

Wichita, Oct. 28, 6:30 p.m., Lassen Hotel, Jack Todd, KANS.

UNASSIGNED

Beckley, W. Va., Nov. 15, 7 p.m., Beckley Hotel, Herbert Kendrick, WJLS.

Huntington, W. Va., Nov. 16, 2 p.m.. Prichard Hotel, Flem Evans, WSAZ.

Charleston, W. Va., Nov. 17, 2 p.m.. WCHS Auditorium, E. R. Probasco, J. C. Penney Co.

Parkersburg, W. Va., Nov. 18, 2 p.m., Elk's Club, Geo. H. Clinton, WPAR.

Clarksburg, W. Va., Nov. 19, George C. Blackwell, WBLK.

Fairmont, W. Va., Nov. 22, 8 p.m., Fairmont Hotel, Stanton P. Kettler, WMMN.

JOHN M. OUTLER

Dayton, Oct. 27, 2 p.m., Biltmore Hotel, Lester G. Spencer, WHIO.

Beaumont, Tex., Nov. 2, Jack Neil, KRIC.

San Antonio, Nov. 4, 10 a.m., Plaza Hotel, Hugh A. L. Halff, WOAI.

Austin, Tex., Nov. 8, Hardy C. Harvey, KNOW.

Fort Worth, Nov. 9, Blackstone Hotel, Gene Cagle. KFJZ.

Dallas, Nov. 10, 3:30 p.m., Baker Hotel, R. C. Dolbin, C. of C.

CLYDE PEMBERTON

Atlanta, Nov. 1, 8 a.m., breakfast meeting, Leonard Reinsch, WSB.

Columbus, Ga., Nov. 2, 3:30 p.m., Ralston Hotel, James W. Woodruff Jr., WRBL.

Macon, Ga., Nov. 3, 1 p.m., Dempsey Hotel, Red Cross, WMAZ.

Chattanooga, Nov. 4, 10 a.m., Read House, Carter Parham, WDOD.

Bristol, Tenn., Nov. 8, 10 a.m., General Shelby Hotel, W. A. Wilson, WOPI.

Kingsport, Tenn,, Nov. 8, 7 p.m., Kingsport Inn, Jess Swicegood, WKPT.

Knoxville, Tenn., Nov. 9, Andrew Johnson Hotel, J. W. Birdwell, WBIR.

Nashville, Nov. 10, Harry Stone, WSM.

Louisville, Nov. 12, WAVE Studios, Lee Coulson, WHAS.

WILLAN ROUX

Toledo, Nov. 2, E. Y. Flanigan, WSPD.

Flint, Mich., Nov. 3, 7:30 p.m., Hotel Durant, Howard Loeb, WFDF.

Kalamazoo, Mich., Nov. 4, John E. Fetzer, WKZO.

Grand Rapids, Mich., Nov. 5, John E. Fetzer, WKZO.

Cedar Rapids, Iowa, Nov. 8, 10 a.m., Hotel Roosevelt, Wm. B. Quarton, WMT.

Davenport, Iowa, Nov. 9, 6:30 p.m., Hotel Blackhawk, George Kirby, J. C. Penney Co.

Des Moines, Iowa, Nov. 10, 5 p.m., Hotel Fort Des Moines, Hale Bondurant, WHO.

Fort Dodge, Iowa, Nov. 11, 10 a.m., Wahkonsa Hotel, Edward Breen, KVFD.

Sioux City, Iowa. Nov. 12, 12 noon, Hotel Mayfair, Dietrich Dirks, KTRI.

Omaha, Nov. 16, Hugh Feltis, KOIL.

Lincoln, Neb., Nov. 17, Cornhusker Hotel, Hugh Feltis, KOIL.

FRANK WEBB

Durham, N. C., Oct. 18, 2:30 p.m., Washington Duke Hotel, J. Frank Jordan, WDNC.

Raleigh, N. C., Oct. 19, 10 a.m., Sir Walter Hotel, Fred Fletcher, WRAL.

New Bern, N. C., Oct. 19, 7 p.m., U. S. O. Hall., Lewis N. Howard. WHIT.

Fayetteville, N. C., Oct. 21, 10 a.m., Carolina Theatre, W. C. Ewing, WFNC.

Charleston, S. C., Oct. 25, 8 p.m., Dock St. Theatre, John M. Rivers, WCSC.

Columbia, S. C., Oct. 26, 6:30 p.m., Wade Hampton Hotel, Robert W. Dinkins, Haverty Furniture Co.

Greenville, S. C., Oct. 27, 12:30 p.m., W. Ennis Bray, WMRC.

Spartanburg, S. C., Oct. 28, Franklin Hotel, J. W. Kirkpatrick, WSPA.

FRANK WRIGHT

Los Angeles, Oct. 20, 2:00 p.m., Barker Bros. Auditorium, 7th & Figueroa, Cal. Smith, KFAC.

Spokane, Oct. 25, 9:30 a.m., Davenport Hotel, Harvey Wixson, KGA.

Tacoma, Wash., Oct. 26, 6:30 p.m., Winthrop Hotel, C. C. Cavanaugh, KTBI.

Seattle, Oct. 27, Washington, A. C., Oliver Runchey, KOL.

San Francisco, Nov. 1, St. Francis Hotel, C. L. McCarthy, KQW.

Oakland, Nov 2, Lemington Hotel, Adriel Fried, KLX.

Salt Lake City, indefinite, KDYL Playhouse.

CHINA NEWSCAST SERVICE EXPANDS

CHINESE NEWS Service, New York, agency of the Chinese Govt., is increasing its service, as announced by Dr. C. L. Hsia, director. As the war develops in intensity in the Far East, Dr. Hsia stated, fuller radio coverage from China is necessary, as well as more assistance on programs originating here. Hugh Beach, former radio director of the East and West Assn., is joining the New York staff of Chinese News to take charge of radio and to work with a staff committee already handling certain phases of the radio division. Committee includes Dr. B. A. Liu, Dr. Lin Moucheng and Jean Lyon. Radio plans now under way in the Service's Chicago office will also be correlated with New York headquarters.

KBKR Baker, Ore., Asks Right to Shift Control

BAKER BROADCASTING Co., Baker, Ore., licensee of KBKR, last week asked the FCC to approve transfer of control from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs, both of Klamath Falls, Ore. The transfer would involve 170 shares, 30 owned by Mr. McCormick, one share owned by his wife, and 130 shares owned by Mr. McElwain, for which they would receive $20,000, $6,500 cash and the balance in payments over three years.

Mr. Cornett was for 15 years engaged in the distribution of petroleum products and is a former Oregon State Senator. He would receive 150 shares. Mr. Jacobs, who plans to manage the station if the transfer is approved, would receive 20 shares. He managed a grocery business for 10 years, and is former program manager of KFJI Klamath Falls. For the last eight months he has acted as OPA district rationing officer.

New UP Bureau

UNITED Press on Nov. 4 will open a new bureau at Bismarck, N. D., especially for distribution of news to that state. 62 % of North Dakota's commercial stations now lease UP wires with KFYR Bismarck, KDLR Devil's Lake, and KLMP Minot as most recent additions. With the addition of KSFD San Diego, Cal., the Pacific coast circuit of UP now reaches from the Canadian border to the Mexican border.

Barlow to Firestone

HOWARD BARLOW, conductor of the CBS Symphony Orchestra for the past 16 years, on Oct. 10 resigned that position to become conductor of the *Voice of Firestone* weekly series, sponsored on NBC by Firestone Tire & Rubber Co., Akron. He succeeds Alfred Wallenstein, now director of the Los Angeles Philharmonic Orchestra.

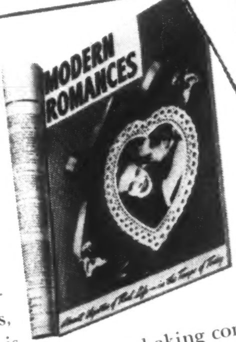
Prize Packages

For Fall Program Hunters

—all NBC Recorded Features

"THE WEIRD CIRCLE"

Chiller-thrillers by Poe, Balzac, de Maupassant and others come to life in this series of 26 superbly produced, expertly acted half-hour recordings. New . . . but already being broadcast on 54 stations. Plenty of good markets still available.



MODERN ROMANCES

True stories of today . . . straight from the grippingly human pages of one of today's fastest-selling magazines. This series of 39 quarter-hour recorded dramas, each a *complete* story, is already doing a bang-up job for a large baking company in five southeastern states, and can do the same for you.

The Name You Will Remember

William Lang's five-minute recorded word portraits of famous notables of the day pack an unforgettable punch. Now available, 117 of these proved pullers, arranged for 3-a-week broadcasts . . . with a complete merchandising setup and a perfect tie-in for sponsor's name.

FLYING for FREEDOM

A vivid saga of daring and courage of United Nations' fighting men — action-filled adventures of their training days and their combat operations. Authentic, thrill-packed, inspiring and timely. Especially suited for use by wartime advertisers and firms presently engaged in war production. 26 half-hour dramas.

Time Out for Fun and Music

Fast-paced musical program spiced with sparkling quips. Two series, 26 quarter-hours each. Series I stars Allen Prescott as M.C., Felix Knight and Ted Steele's Novatones. Series II stars Ted Steele and Grace Albert. If a mixed audience is your market, cash in on "Time Out."

OTHER NBC RECORDED FEATURES:

- *BETTY AND BOB—390 quarter-hours*
- *LET'S TAKE A LOOK IN YOUR MIRROR—156 five-minute talks*
- *CARSON ROBISON AND HIS BUCKAROOS—117 quarter-hours*
- *GETTING THE MOST OUT OF LIFE TODAY—117 five-minute talks*
- *AND OTHERS*

For presentations, rates and auditions, write:

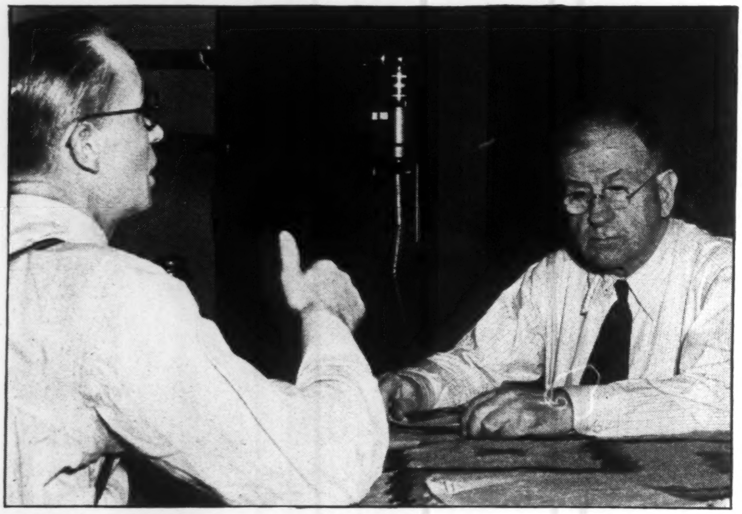
NBC

Radio-Recording Division

NATIONAL BROADCASTING COMPANY
RCA BUILDING · RADIO CITY · NEW YORK 20, N. Y.
CHICAGO · WASHINGTON, D. C. · HOLLYWOOD

HON. PAUL V. McNUTT — head of WMC, states to WSAI newsman, position of Commission on drafting of fathers in statement given out prior to opening of Congress.

REP. SAMUEL T. RAYBURN — Speaker of th discusses with WSAI news reporter, important bills no Congress and on action Congress is apt to take.



HON. HAROLD L. ICKES — Secretary of the Interior and Solid Fuels Co-ordinator, discusses with WSAI newsman, the coal situation in Ohio and Kentucky area.

WSA

WSAI's leading position, as the local Cincinn station bringing "all the news from all t services", finds direct reflection in its lead position with advertisers . . . WSAI curren carries more local department store business th all other local stations combined . . . 83% national and local spot business now on WS is *Renewal Business* . . . Proof positive tha "Once on WSAI — they stay on".

SENATORS ROBT. A. TAFT and HAROLD H. BURTON, of Ohio—discuss resolution on post-war collaboration drawn up by G. O. P. at Mackinac Island.

HAROLD BUTLER — Head of Bureau of Inform British Embassy, author of "The Lost Peace", discusses Planning with WSAI newsman.

XUM

Not a News Scoop! . . . but instead—A BIG PLUS in regular NEWS SERVICE and one which even the networks couldn't deliver . . . THE NATIONAL NEWS AS IT CONCERNS THE INTERESTS AND PROBLEMS OF THE PEOPLE OF GREATER CINCINNATI . . . secured in personal last-minute check-ups with National Leaders. *Another example* of the more complete and different news service with which WSAI serves the interests of Greater Cincinnati.

WENT TO WASHINGTON

. . . and personally interviewed Congressional and National Leaders on current issues vital to Greater Cincinnati People . . . giving these exclusive and first-hand stories in a series of GREAT NEWS BROADCASTS.

Heard Only on

WSAI "Time-Clocked News"

Radio's most original news service. "Time-Clocked News" is heard on WSAI 18 times daily, bringing *"all the news"* . . . flashed to the great WSAI News Room from *all* the great international news-gathering agencies . . . REUTERS — INTERNATIONAL NEWS SERVICE — WORLD-WIDE NEWS — ASSOCIATED PRESS — UNITED PRESS.

1,000,000 WORDS OF NEWS RECEIVED DAILY

In Cincinnati, WSAI Broadcasts News received by 5 Fast Wires —a news service which is unequalled by any independent radio station, regardless of size.

WSAI THE LOCAL CINCINNATI STATION OF GREATEST NEWS INTEREST . . . AND OF *ASSURED SALES ACTION!*

Editorial

Stand Up and Fight

NOW THAT Jimmy Petrillo, with the aid, comfort and signature of Decca-World Broadcasting System, has "revolutionized" the employer-employe relationship through introduction of his system of private taxation, look for the next epoch-making step. His new "dividend" system, whereby unions won't have to collect dues but will take a cut of industry receipts, any time now will be extended to networks and then to stations. Otherwise, we hazard, Jimmy will "pull the plug".

Editorial writers and columnists are nonplussed by this turn in union methods. Jimmy claims he is setting up his own system of private "unemployment relief" at a time when unemployment is nonexistent and the manpower shortage is the worst in history. The writers can't understand why the Government stands idly by and permits a labor union, which pays no taxes, to syphon off revenue on a tribute basis.

That's a problem, however, that transcends radio, which has become the "fall guy" for these shake-downs. The juicy AFM deal can be expected to spread like wild-fire to other unions. It will mean, perhaps, that unions won't have to collect dues direct but will make the employers pay the freight. There's no Government supervision, and no accounting to the Treasury.

The Next Step?

Many broadcasters—and all of them who can see beyond their noses—are rightfully indignant over the Decca-World deal with Petrillo. They forsee the next step. Network contracts with AFM on hiring of fixed quotas of musicians expire Feb. 1 in New York. Those with stations expire at staggered dates. Extensions that have been granted are temporary. It is obvious that the principle of "private taxation" will be included in these new demands.

It's all part of Jimmy's campaign to control music. He now has live music sewed up. The Decca-World deal places other transcription companies, despite their valiant stand for the last 14 months "over the barrel". The networks are next. The Government, through the War Labor Board, now sitting in judgment over the Petrillo recording strike, can determine this whole abortive, un-Democratic process as contrary to the public interest. Moreover, there is implicit in the whole Petrillo scheme the threat of calling a strike against companies, networks or stations that don't submit. And we thought there was a "no strike" commitment by labor unions for the duration.

From the radio standpoint there's only one answer, unless the Government steps in. That's the simple, American way. *Stand up and fight.* It was done in the ASCAP case. It can be done against an arbitrary, dictatorial, union tyrant who seeks to mould a new form of business subservience under the stress of war conditions.

Lea for Cox

EVENTS OF the last few days have set broadcasters and public alike wondering about the shape of things in radio. "Is the FCC being whitewashed?" That's the question most frequently asked because of the sequence which saw the embattled Rep. Gene Cox, of Georgia, resign as chairman of the House Investigating Committee, and the appointment of the experienced middle-of-the-roader, Rep. Clarence F. Lea, of California, as his successor.

No one can predict the radio future. But one thing appears certain: Speaker Sam Rayburn didn't appoint Chairman Lea to head the FCC investigation with any notion of scuttling it. Nor did Rep. Cox resign because he thought the effort futile.

The fact is that the House is more determined than ever to give the FCC a thorough going-over. That was clear by the ovation given Rep. Cox when he resigned. Under the Lea chairmanship, irrespective of other aspects, the inquiry may be less spectacular, without the pyrotechnics that marked earlier episodes. That's because Mr. Lea isn't the dynamic or even argumentative kind; but he's a stickler for getting things done.

The Cox retirement clears the atmosphere. The contention of those opposed to the investigation was that he was biased and therefore could not with propriety sit in judgment on the FCC. The appointment of Mr. Lea, himself the chairman of the House Interstate & Foreign Commerce Committee, in which radio legislation originates, certainly eliminates any question of propriety. Mr. Lea, both as chairman of the Select Committee and of the Interstate Commerce Committee, is interested in correcting abuses that may show up through the legislative process. He presided over the protracted hearings on the Sanders Bill in 1942. He knows how the FCC functions.

These events in the House augur for action in the Senate, too. There Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce, Committee promised hearings on the White-Wheeler Bill to reorganize the FCC and check its rampages, before Congress recessed last summer. He says they will be held this month. With the House moving in under a dual-committee setup with a single chairman, the Senate Committee can be expected to look to its laurels. Mr. Wheeler wouldn't want a new radio law to be entirely the work of the House. And Senator Wallace White Jr., (R-Me.) has been chafing to get things underway.

Of more than passing significance too is the proposed constitutional amendment of Rep. Kennedy (D-N. Y.) to safeguard freedom of speech by radio. The issue *is* that important. A constitutional amendment is the most detailed and cumbersome of legislative processes, requiring two-thirds vote of both houses of Congress and the affirmative vote of 36 of the 48 state legislatures. Yet, if the result can't be achieved in any other way, in view of the Supreme Court opinion, the constitutional amendment must be sought to safeguard a freedom fundamental to Democracy.

A political year is coming up. The FCC has been a hot potato for Congress and a problem child for the Administration. A new type of inquiry is decreed by Chairman Lea—devoid of personalities or invective. A constitutional amendment has been proposed to safeguard radio. So let's have no broken glass thrown in the path of these valid legislative pursuits. It's legislation this year, or perhaps never.

Our Respects To -

CLARENCE FREDERICK LEA

WHEN Speaker Sam Rayburn pondere the selection of a successor to ho-blooded Rep. Eugene E. Cox of Georg as head of the Select Committee to Investigate the FCC, speculation centered aroun the naming of some other fire-brand. Instea after a week of deliberation, during which h kept his own counsel, Mr. Rayburn announce the appointment of the veteran Clarence Frederick Lea of California, as a man who typifie Congressional dignity and decorum. But hi manner belies his background as a successf prosecuting attorney before he entered Congress.

"Mr. Lea is a man of splendid courage, unimpeachable integrity, and great ability," sai the Speaker. "He is possessed of a splendi judicial temperament and his fairness canno be questioned."

One of the oldest members of Congress bot in seniority and years, Rep. Lea has the confidence and respect of the entire House. He ha the reputation of getting things done, perhap quietly, but firmly.

Hard work has marked the 69 years of Re Lea. From his early boyhood to the presen which finds him in the unique position of heading two key committees of the House, he ha known nothing but work and more of it. A Chairman of the Interstate and Foreign Commerce Committee since the 75th Congre (1937) the Congressman from California's fir Congressional District has been close to th broadcast industry. Because of this active interest and because of the esteem in which hi colleagues held him, Chairman Rayburn selected the angular Californian to finish th job started by Rep. Cox.

Clarence Frederick Lea inherited hard wor His parents crossed the continent by prair schooner and settled in Lake County, California, near Highland Springs, where the Congressman was born July 11, 1874. Clarence F Lea was just 14 when he took his first jo operating a sulky hayrack from 6 in the morning until sundown for 75 cents a day.

His father made him a share-cropper an for the next few years young Lea farmed o shares to raise the money to attend Stanfor U. He received his LLB degree from the U. o Denver in 1898. That summer he marri Daisy A. Wright of Santa Rosa, Calif., th began a career that led to Congress.

Astride his bicycle, the youthful lawyer ro 70 miles over mountains to the adjoining coun of Sonoma to begin practicing law. In 1906 h was elected district attorney of Sonoma coun

(*Continued on page 40*)

XUM

This is Number 2 in a series of stories of
PUBLIC SERVICE by KOIN, Portland, Oregon

FIRST AWARD • 1943
Women's Programs
Institute for
Education by Radio

VARIETY

Showmanagement Survey

Clare Hays

Personal Palm

"VARIETY" PERSONAL PALM awarded to CLARE HAYS . . . for *"most consistent, intelligent and well-planned coverage of women's activities in the war."*
—*VARIETY*

No. 1 told of a summer series of City Park Concerts. This is about

WARTIME WOMEN

presented nightly (except Saturday)

by . . . Clare Hays

In a choice evening period KOIN has provided since January, 1942, a broadcast clearing-house for news and bulletins for all wartime women's activities in the area. CLARE HAYS does a splendid job of both compiling and broadcasting the information . . . co-operating regularly with such organizations as *American Red Cross, Civilian Defense, youth groups, Council of Social Agencies, school authorities, U. S. Employment Office, Civil Service, Military and Naval women's organizations; salvage, War Bond campaigns.*

National recognition has also been received (indicated at left) **sufficient to justify the rating of "Wartime Women" as one of radio's most outstanding public service contributions.**

KOIN

PORTLAND, OREGON
Affiliate of the
Columbia Broadcasting System
FREE & PETERS, INC., National Representatives

Personal NOTES

AL BLAND, former public relations director of WCKY Cincinnati, is now director of night operations at KMOX St. Louis.

COMMANDER ALFRED J. BOLTON was appointed West Coast director of Navy Public Relations in late September. Headquartered in Los Angeles, he will also continue his present duties at U. S. Navy radio and motion picture liaison officer.

SIDNEY N. STROTZ, NBC Western division vice-president, has returned to Hollywood following New York conferences with home office executives.

JOHN EVANS has joined the sales staff of KIRO Seattle. He was formerly commercial manager of KEVR Seattle and director of publicity for KOMO-KJR Seattle.

AL TYLER has joined the sales staff of WIND Gary, Ind.

C. J. (Chuck) LAMPHIER, general manager of WEMP Milwaukee, and radio consultant for the OWI of the state of Wisconsin, spoke at the Whitefish Bay Club, Sept. 30, on "Radio Through the Years".

JIMMIE KATHERTON has returned to WCBI Columbus, Miss., as sales department manager after rejection from the Army, following physical examination at Camp Shelby. Bob McRaney, general manager of WCBI, has been elected president of the Columbus, Miss. Exchange Club.

Sayre M. Ramsdell

SAYRE M. RAMSDELL, formerly a vice-president of Philco Radio & Television Corp. in charge of advertising and sales promotion, and later a director, died at his home in Churchville, Pa., on Oct. 4. After Army service in World War I, he became connected with Philco in 1919, when it was the Philadelphia Storage Battery Co. Responding to life-long ambition, Mr. Ramsdell resigned as an officer of the company in 1942 to form his own advertising agency, Sayre M. Ramsdell Associates, Inc., of Philadelphia.

STANTON GRIFFIS, chairman of the Executive Committee of Paramount Pictures, has been appointed chief of the Motion Picture Bureau of the Domestic Branch of the OWI, supervising relations between the government and the film industry. Palmer Hoyt, OWI director of Domestic Operations, made the announcement, adding that OWI would not make any films.

ROBERT C. COLESON, chief of the Hollywood Radio Branch of the War Dept., Bureau of Public Relations, has been appointed West Coast radio representative for the 1944 "March of Dimes" campaign, as announced by Howard J. London, radio director of the National Foundation for Infantile Paralysis.

SUTHERLAND G. TAYLOR, tax authority at Breed, Abbott & Morgan, New York law firm, for a year and a half, has joined CBS legal department.

WALTER C. TEPPER, formerly in the NBC controller's department, has been appointed assistant to Alexander D. Nicol, controller of the BLUE.

LENORE OPPENHEIMER HERSHEY, formerly with Amos Parrish & Co., and previously in the advertising departments of R. H. Macy Co., and Abraham & Strauss, department stores, replaces Phil Cochrane as copywriter and promotion assistant in the promotion department of WOR New York. Phil Cochrane moves to WOR recording studios to take over the sales duties relinquished by Richard Ash, newly named radio director of Blaine-Thompson Co., New York. George Allen is returning as research manager of the promotion department after an eight-month leave of absence. Geraldine Eagleton has replaced Frances Neale in the sales department.

CHARTER HESLEP, news editor in the broadcasting division of the Office of Censorship, is the father of a girl born Oct. 5.

Ninth 'Cavalcade'

BOB HOPE, NBC-Pepsodent comedian, will recount his experiences while entertaining overseas, on the Oct. 11 broadcast of *Cavalcade of America* on NBC, marking the beginning of the program's ninth year on the air. *Cavalcade* sponsor is E. I. DuPont de Nemours Co.

Our Respects to

(Continued from page 38)

and subsequently was chosen president of the District Attorneys' Association of California.

His reputation as a fearless prosecutor and fair-minded lawyer won for him election to Congress from the first California district in 1917. Since then Congressman Lea has been the unanimous nominee of both Democratic and Republican parties an even dozen times. He has served in the House longer than any other Representative from California.

Mr. Lea was joint author of the Civil Aeronautics Act, the Wheeler-Lea Federal Trade Act, Transportation Act of 1940, the Act providing for freight forwarders, and joint author of the Food & Drug Act. He also sponsored Panama Canal legislation, as chairman of the House committee on Panama, he had charge of legislation, under which Congress revised the laws of Panama.

In 1942, as chairman of the House I & F C Committee, Congressman Lea presided over hearings on the Sanders bill to rewrite the Federal Communications Act. Openly he has said little regarding broadcasting but his close friends say he has kept an eagle eye on the industry. He was a warm personal friend of the late Ernest F. Finley, founder of KSRO Santa Rosa, and of the late Luther Burbank.

As for hobbies, Congressman Lea has none in the sense of everyday life. His sole hobby, according to his close friends, is work. He does enjoy long walks and during the last year he has been seen frequently feeding Capitol squirrels.

Although the Congressman maintains a 17-acre farm at Santa Rosa, his wife prefers to be with him in Washington. Their only child, a son, died at the age of 6, shortly after Mr. Lea was first elected to Congress.

ONE noon-time offer of talent pictures brought WSPA 1,697 requests from 91 counties in five states.

WSPA

Serving the Textile South
from Spartanburg, S. C.
5000 watts day,
1000 watts night,
950 kc. Represented by
Hollingbery.

CBS

XUM

Cleveland merchants are smarter than people.

Now, we don't say that people aren't smart. Some of our best friends are people. But we *do* say that people who pick a radio station because it's BIG or because it's CHEAP or just BECAUSE . . . aren't smart like our Cleveland retailers.

These high 1Q-ers pick a station only if it . . . sells . . . the . . . goods! If they *don't,* mamma won't get that new fur coat. And any mamma who doesn't have a new fur coat in this bulging metropolis today—well!

Which is why Cleveland's double-domed merchants spend more money over WHK than any other leading station. Through actual dollars-and-cents experience, they've found that they get more sales per dollar spent, over Cleveland's wide-awakest station!

NO WONDER

WHK

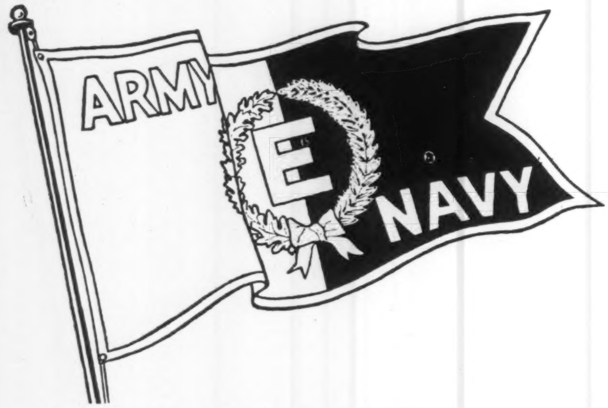
IS

"RETAILERS' CHOICE IN CLEVELAND!"

Represented by Paul H. Raymer Co.

UNITED BROADCASTING CO.

Operators of WHK-WCLE, Cleveland, WHKC, Columbus



A long time before Pearl Harbor, Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.

★

Since war was declared we have devoted all of the energy, skill and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.

★

As a result of these and other activities, the Blaw-Knox Division was presented with the Army-Navy "E" Award on July 13, 1943; the highest honor that can be given to civilian effort.

★

The experience gained will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building . . . . Pittsburgh, Penna.

BEHIND *the* MIKE

KIRO Seattle staff revisions have been made upon the resignations of Al Amundson, Dorothy Shaftner and Art Lindsay. Maurice MacDonald is now continuity editor and Lenore Wallace has been added to the continuity dept. Mary Frances Kylen is now traffic manager and Frances Braid has joined the program dept. with Bob Spence in charge of operations and Norman Runions as production manager.

CONRAD BINYON, "Butch" on the weekly CBS *Mayor of the Town*, sponsored by Lever Bros., has been signed to a term contract by Ruthrauff & Ryan.

RANSOM SHERMAN, radio comedian, has been signed to a term contract and will portray "Wallace Wimple" and other comedy characters on NBC *Fibber McGee & Molly*.

BILL DAVIDSON, having received a medical discharge from the Army, has returned to the announcing staff of KFI-KECA Los Angeles.

T. B. BLAKISTON, news commentator-traveler, has started a weekly quarter-hour commentary on KECA Los Angeles.

MURRAY WAGNER, Hollywood announcer on the weekly CBS sustainer *Passport for Adams* has been inducted into the Army.

DICKIE MOORE, child film star, is the producer of a weekly quarter-hour dramatic series *The Time and the Play* on KMPC Beverly Hills, Cal., which started Oct. 2. An all-juvenile cast is featured on the program.

AILEEN CHOWN of CJOR Vancouver has joined the Royal Canadian Air Force, Women's Division, and is now in training at Ottawa.

MARGUERITE KEVIS has joined the record library staff of CJOR Vancouver.

DOUGLAS CHANDLER, staff announcer of WLIB Brooklyn, and Lucy Gilman, Chicago radio actress, were married recently in New York.

JAMES M. (Danny) DEAVER is now an announcer of KUJ Walla Walla, Washington.

JEANNE KOOP has joined the WLW-WSAI Cincinnati news room staff as writer.

BILL KELSO, formerly announcer of WNEW New York, has joined KNX, Hollywood.

Paul Thomas Lane

PAUL THOMAS LANE, 28, announcer at WAGE Syracuse, N. Y., died Oct. 2 at University Hospital, Syracuse, after an illness of only two days. His death was caused by pneumonia. Before coming to WAGE in July he had worked at stations in Michigan, Colorado and Florida. He is survived by his wife and one child.

Claude Radcliffe

CLAUDE RADCLIFFE, 66, announcer of WMIN St. Paul-Minneapolis, and free-lancer on all Twin City stations, died suddenly on Sept. 22. Familiarly known as "Rad", he had been in show business for 50 years. His reputation as "pilot of the 1400 Club" of WMIN was widespread.

MRS. DAVID BEATTIE, radio chairman of the Pennsylvania Federation of Women's Clubs, begins her sixth year of club comment on WCAU Philadelphia every other Saturday at 9 a.m.

AL STEVENS, chief announcer of WFIL Philadelphia for the past eight years, leaves this week to join a transcription service concern in New York.

BETTY HURD, movie commentator and member of the program department of WCAU Philadelphia, and Army specialist Frank Marsteller, have announced their engagement.

ENID M. LLOYD, formerly in charge of continuity and program traffic of WFPG Atlantic City, has joined the copy department of WIP Philadelphia.

HARRY REINHARD, having received a medical discharge from the Army, has joined the staff of WCAU Philadelphia as news room editor. He was formerly a sports writer of the Philadelphia *Record*.

RAY EDWARDS, formerly with WNLC New London, Conn., has joined the announcing staff of WHOM Jersey City, N. J.

BOB SHANNON, former staff announcer of WTMJ-W55M Milwaukee and who recently received an honorable medical discharge from the Army, has taken over the evening record *Rumpus Room* program on WTMJ.

SLOAN FINLEY, formerly of KLRA and KARK Little Rock, Ark., has joined the announcing staff of WMC Memphis, Tenn.

AL ZIEGLER and Ken Peterson have joined the announcing staff of KOBH Rapid City, S. D.

DOROTHY FOSTER has joined the announcing and secretarial staff of WLVA Lynchburg, Va.

Ask
MINNESOTA
WISCONSIN
IOWA
N. DAK.
S. DAK.
MINNEAPOLIS
ST. PAUL
THE NORTHWEST'S BEST BUY!

HAL HENDRICK
OF TRACY-LOCKE-DAWSON
NEW YORK
about
WDGY
Established 1923 MINNEAPOLIS
Now fulfilling the third order for sponsorship of our "In the Bleachers", sports review with Stu Mann, six days weekly, for the Continental Oil Company (Conoco Nth Motor Oil).
NAT'L REPS: WILLIAM G. RAMBEAU CO.
☐ PRIMARY COVERAGE
▨ SECONDARY COVERAGE
Based on NAB Standards

XUM

TO WSYR'S OUTSTANDING ARRAY OF TALENT, *Now Comes*

H. R. EKINS . . . *"the man who's been there!"*

For 20 years U. P. editor and staff correspondent, H. R. Ekins, globe trotter, author, lecturer, brings to WSYR a rich background of residence, travel, and intimate associations in every news capital of the world. Exclusively for WSYR listeners, he will analyze and comment on the significance of the news. Whether the report originates from Honolulu, Manila, Shanghai, Tokyo, Rome, Ethiopia, or Paris, Ekins can call on his vast fund of personal experience, to give depth to his comments and add clarity to his observations.

• • •

This month, Syracuse's favorite station is celebrating its 21st birthday. In 21 years of growing with radio, WSYR has carved for itself an enviable place in the community it serves. Its roots go deep into the daily lives of the men and women who live in—who own—who make Central New York what it is. The favor shown WSYR entails a responsibility which we gladly accept—to strive towards even greater effort—ever better service.

★ **The Ekins program is available to an alert sponsor interested in getting his message heard in Central New York.**

WSYR

SYRACUSE, N. Y. Basic NBC Red

The Perfect Combination . . .

5000 Watts at 570 Kc.

H. C. Wilder, Pres.

REPRESENTED BY RAYMER

HARVA K. SPRAGER, San Francisco newspaperwoman and Edward Pitney, Wisconsin reporter and news photographer, have joined the news staff of WQXR New York.

MARY ELLEN RYAN, traffic manager of Don Lee Broadcasting System, Hollywood, has announced her engagement to Cadet Jack Cook, currently in training at the United States Merchant Marine Academy, King's Point, Long Island.

GEOFFREY HARWOOD, news analyst, has started *Background of the News*, series of war commentaries, on WBZ-WBZA Boston.

FERGUS MUTRIE, farm broadcast supervisor for British Columbia of the Canadian Broadcasting Corp., Vancouver, will attend a farm broadcast conference at Toronto in mid-October.

STANTON KRAMER, a member of the press department of WGN Chicago prior to entering the Army more than a year ago, has rejoined the press staff following his honorable discharge from the service.

FRANNY MURRAY, former Penn. U. football star, took over the WIBG Philadelphia *Sporting Page* on Oct. 4.

LEO RUMSEY, announcer of KPO San Francisco, has been inducted into the army.

CLAIRE McMULLEN, of the promotion department of WFIL Philadelphia, is recuperating at the Misericordia Hospital after an emergency appendectomy.

ELIZABETH BEESON, formerly with Tracy-Kent Inc., New York publicity service, has joined KHJ Hollywood as writer.

LESLIE COLEMAN has joined the news announcing staff of WDRC Hartford.

FUN TO COME from the weekly Judy Canova CBS Hollywood show is previewed on the faces of this trio concocting future broadcasts. Program planners are (l to r) Morgan Ryan, newly-appointed radio director Sherman & Marquette Inc., N. Y. agency handling the account; Judy Canova, program star; and Carleton Alsop, agency producer. Colgate-Palmolive-Peet Co. is sponsor of the Canovian funstuff.

CARLETON W. ASLOP, producer of the weekly CBS *Judy Canova Show*, has been signed to a year's contract as film producer by Republic Productions Inc.

MARK GREGORY, program director of WEGO Concord, N. C., has joined the announcing staff of WCAU Philadelphia. He replaces Wade Barnes, who resigned to do free-lance work.

HANSON W. BALDWIN, *New York Times* military and naval expert and BLUE commentator, is on a tour of Army camps during October. His Sunday broadcasts are picked up en route.

Red Cross Discs

AMERICAN RED CROSS will be promoted in a new series of 52 quarter-hour discs to be aired on over 350 stations throughout the country. Titled *Service Unlimited*, the records feature stars of stage, screen and radio, with Richard Stark, announcer-producer speaking for the Red Cross. Lester Vail directs, under the supervision of F. Bourne Ruthrauff, vice-president of Ruthrauff & Ryan, New York, and national radio director of the Red Cross.

FM Station Presenting 33 Live Shows Per Week

SETTING a precedent in FM broadcasting with 33 live shows a week is W55M the *Milwaukee Journal* FM station. Advertisers in the area, Allis-Chalmers, Kearney-Trecker, Globe Union, The Robert A. Johnston Co. and Gimbels have all bought W55M time, in addition to their programs on the *Journal's* standard station WTMJ. Over 21 commercial shows and a dozen spot campaigns are now running every week on W55M, setting a record in FM sold time.

Fifty-thousand Milwaukeans have witnessed the live FM broadcasts, many of whom are not FM set owners. Newspaper promotion has created interest among the following which FM hopes to hold as a potential post-war market.

Goerch Writes Book

CARL GOERCH, commentator of WPTF Raleigh, N. C. for the last ten years, has just had his first book published. Titled *Down Home*, the book contains tales of the historical events, people, unusual happenings, past and present of North Carolina. It is published by Edwards & Broughton Co., N. C. ($3.00)

SPLIT-SECOND existence of NBC announcers Ben Grauer and John Reed King is the subject of an article in the October *Coronet*. King once had to announce a CBS program over an NBC mike because there wasn't time between programs for him to go the five blocks between studios.

★ ★ ★ ★ ★
★ 5000 ★
★ WATTS ★
★ ★ ★ ★ ★

W
P
D
Q

★ 1270 KC ★

What a WHALE of a difference a few months make . . . . . !

This is the first anniversary of Jacksonville's newest, most powerful voice! Its past is brief but brilliant! Look to this past for a glimpse of the future.

FIRST (and only) station in Jacksonville with news on the hour, bulletins on the half hour. A total of 39 sponsored-commentators weekly.

★ FIRST with full service of Mutual Broadcasting System.

★ FIRST with such notable local productions as "The Florida Forum of the Air", "Housewives' Jackpot", "Jacksonville Jamboree", "Forfeits", and "Smokes from the Folks".

★ FIRST in the hearts of the fastest growing audience in the Southeast's fastest growing market.

"PRONTO"
1943 "Billboard" Special Award For Outstanding Trade-Mark Promotion.
Write for FREE copy of limited edition of "PRONTO'S Autobiography".

WPDQ ★ 5000 WATTS
"The Brightest Spot On Your Dial"

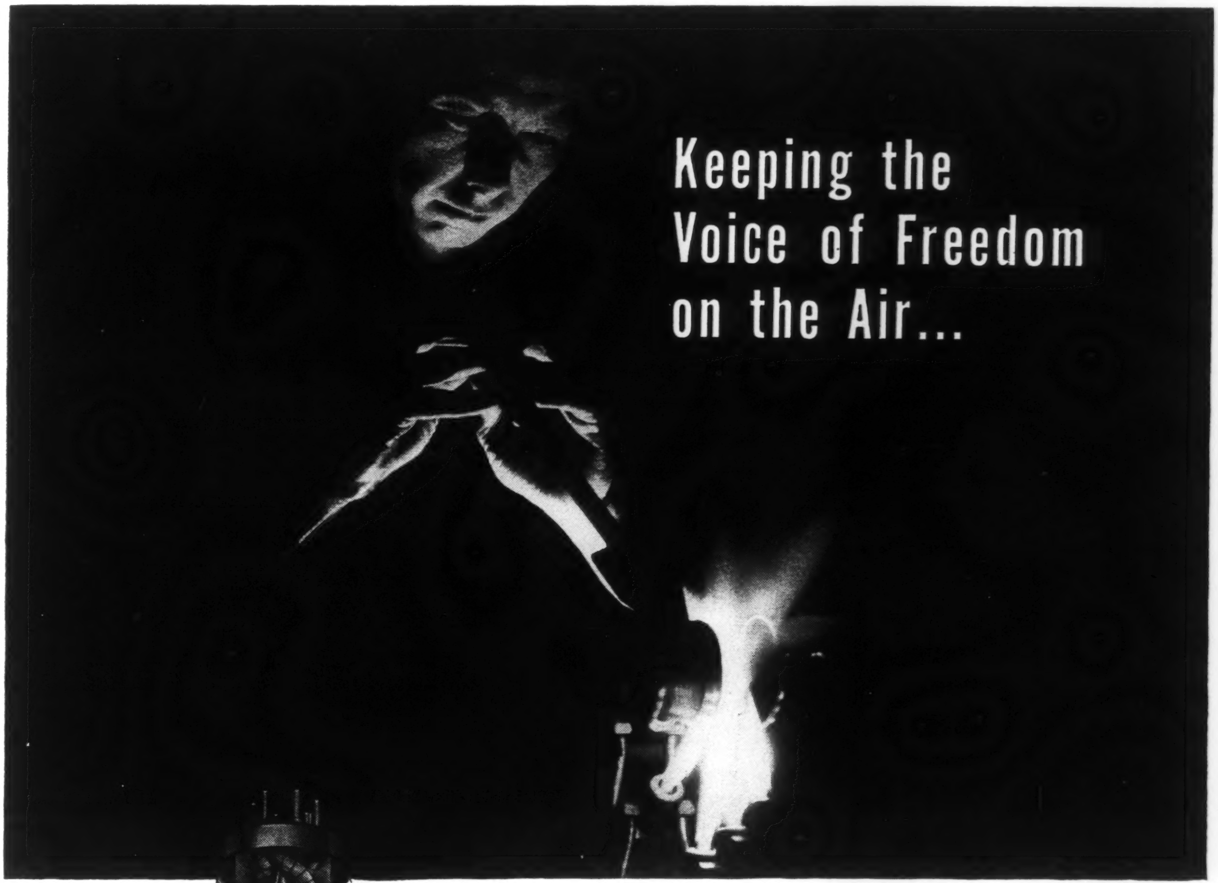
GEORGE HOLLINGBERY & COMPANY
National Representatives

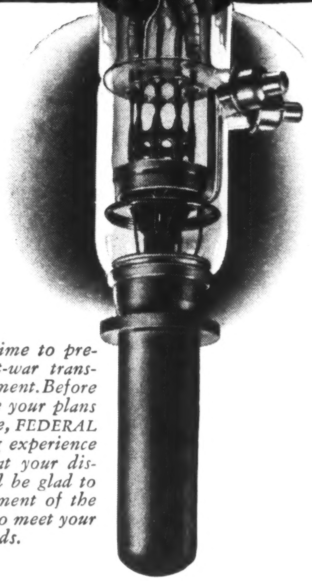
AMONG THOSE PRESENT

Dr. Caldwell's
Earl Wine Co.
Foremost Dairies
JAX Beer
Jax Maid Bread
Kay Jewelry Co.
Lane Drug Store
Longines Watches
Pepsi-Cola
Pillsbury Flour
Premier Coffee
Resinol
R.C.A.
Stanback
Tooley-Myron Studios
Ward Baking Co.

PLUS
45% more
local advertisers than any other Jacksonville station.

XUM





Now is the time to prepare for post-war transmitting equipment. Before you formulate your plans for the future, FEDERAL places its long experience in this field at your disposal and will be glad to discuss equipment of the latest design to meet your individual needs.

FEDERAL is devoting its major energies in the manufacture of transmitting and rectifying tubes to the war effort, turning out great quantities of essential types and sizes for vital military purposes.

Into each of its tubes goes the result of FEDERAL'S leadership in construction and design, in the use of rare metals improved in purity and mechanical properties, and in workmanship that represents the last word in tube building — all of which assure uniformity of electrical characteristics and longer life in performance.

These advantages have long been recognized and that is why many of the leading broadcast stations in the United States are equipped with FEDERAL tubes.

FEDERAL is, and always has been, in the vanguard of tube development and manufacture. Behind its facilities and outstanding achievements are some of the world's best engineering minds and technical experience. This leadership and ability are available to broadcast stations in meeting their tube requirements.

Federal Telephone and Radio Corporation

NEWARK, NEW JERSEY

AN IT&T ASSOCIATE

behind WMAQ
STAND THE GREATEST RADIO RESOURCES IN THE WORLD!
WMAQ

The NBC Music Library (more than 100 tons of tunes) – the largest working collection in the world – is at the disposal of every local and spot WMAQ advertiser.

This and all the other vast resources of NBC stand behind the production and broadcasting of your campaign when it is placed on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

Radio Advertisers

GRAHAM Co., New York, as part of an extensive local campaign for Redbow food products, on Oct. 2 started *Redbow Music Hall*, featuring Mina Cravi, singer, on WOV New York on a weekly half-hour 52-week basis. Account continues Diana Baldi thrice-weekly on the same station. Agency is Emil Mogul Co., N. Y.

ALBA, S. A., manufacturer of paints, enamels and varnishes and one of the enterprises of Bunge & Born, in Argentina, has appointed McCann-Erickson, Buenos Aires, to handle its advertising.

KAEMPFER'S Inc., Chicago, subsidiary of Hartz Mountain Products Co., New York (pet foods), on Oct. 9 started a Saturday afternoon quarter-hour transcribed musical program titled *Big Kernel* on WGN Chicago. Contract is for 13 weeks. The Hartz company also started a quarter-hour transcribed musical show, *Master Radio Canaries*, Oct. 3 on WOR WHK KECA KRSC and Oct. 10 began the same show on WBBM Chicago. Agency handling the account is Geo. H. Hartman Co., Chicago.

HOHENADEL BREWING Co., Philadelphia, is sponsoring *Sporting Page* program on WIBG Philadelphia, with contract signed for 26 weeks. Agency is Benjamin Eshleman Co., Philadelphia.

O-CEDAR OF CANADA Ltd., Toronto (floor polish), has started Blue network show *Hot Copy* on CBY Toronto and CFCF Montreal. Account was placed by MacLaren Adv. Co. Ltd., Toronto.

San Diego's NEW! BLUE Network OUTLET

KFMB

. . . All that's needed to cover San Diego and San Diego County. A CONCENTRATED trade area where 90% of the 500,000 civilian population lives within 15 miles of metropolitan San Diego!

JACK O. GROSS
GENERAL MANAGER

W. G. RAMBEAU CO.
NATIONAL REPRESENTATIVES

NOW THE BEE-LINE

To Business, Via Walt Disney Trade Character

NOT A CHAIN, not a circuit, not a network—but "the Beeline," is the way McClatchy Broadcasting Co., with headquarters at KFBK Sacramento, describes its five-station combination deal in new promotion literature and trade advertising. The five stations are KFBK Sacramento, KWG Stockton, KMJ Fresno, KERN Bakersfield, and KOH Reno, Nev.

Robert A. Street, national sales manager, explains that the "Bee" idea comes from the newspapers by that name, published by the McClatchy interests. To point up the theme Walt Disney was enlisted to draw a whimsical bee character, which is featured in the advertising in BROADCASTING and other media.

BRISTOL-MYERS Co. of Canada Ltd., Montreal (Sal Hepatica), has started spot announcement campaign five days weekly on a number of Canadian stations. Account was placed by Ronalds Adv. Agency Ltd., Montreal.

LOCKHEED & VEGA AIRCRAFT Corps., Burbank, Cal., (institutional) on Oct. 4 started sponsoring a five weekly five minute program titled *Best Buys in Points and Prices* on KHJ Hollywood. Contract is for 52 weeks. Agency is Foote, Cone & Belding, Los Angeles.

VICK CHEMICAL Co., New York (drug products), has started a thrice weekly quarter hour program titled *R.S.V.P.* on KOMO Seattle. Contract is for 26 weeks. Featured is local socialite and sportswoman who discusses wartime living conditions in Seattle.

GROVE LABS., St. Louis (Bromo Quinine), on a 26 week contract which started in late September currently is sponsoring 13 quarter hour periods per week on KOMO Seattle. Schedule includes Dick Keplinger as narrator of *Stories of the Day*, four times per week; *Reveille Roundup*, thrice weekly; the *Saturday Associate Press News*, and *Texas Rangers*, five times weekly.

GOLDEN STATE DEPT. STORE, Los Angeles, adding to its current schedule on Oct. 5 started a six-weekly quarter-hour morning news period on KFAC. Contract is for eight weeks. Firm also sponsors a weekly quarter-hour and a 45-minute recorded musical series on that station. Ned Newman Adv., Los Angeles, has the account.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

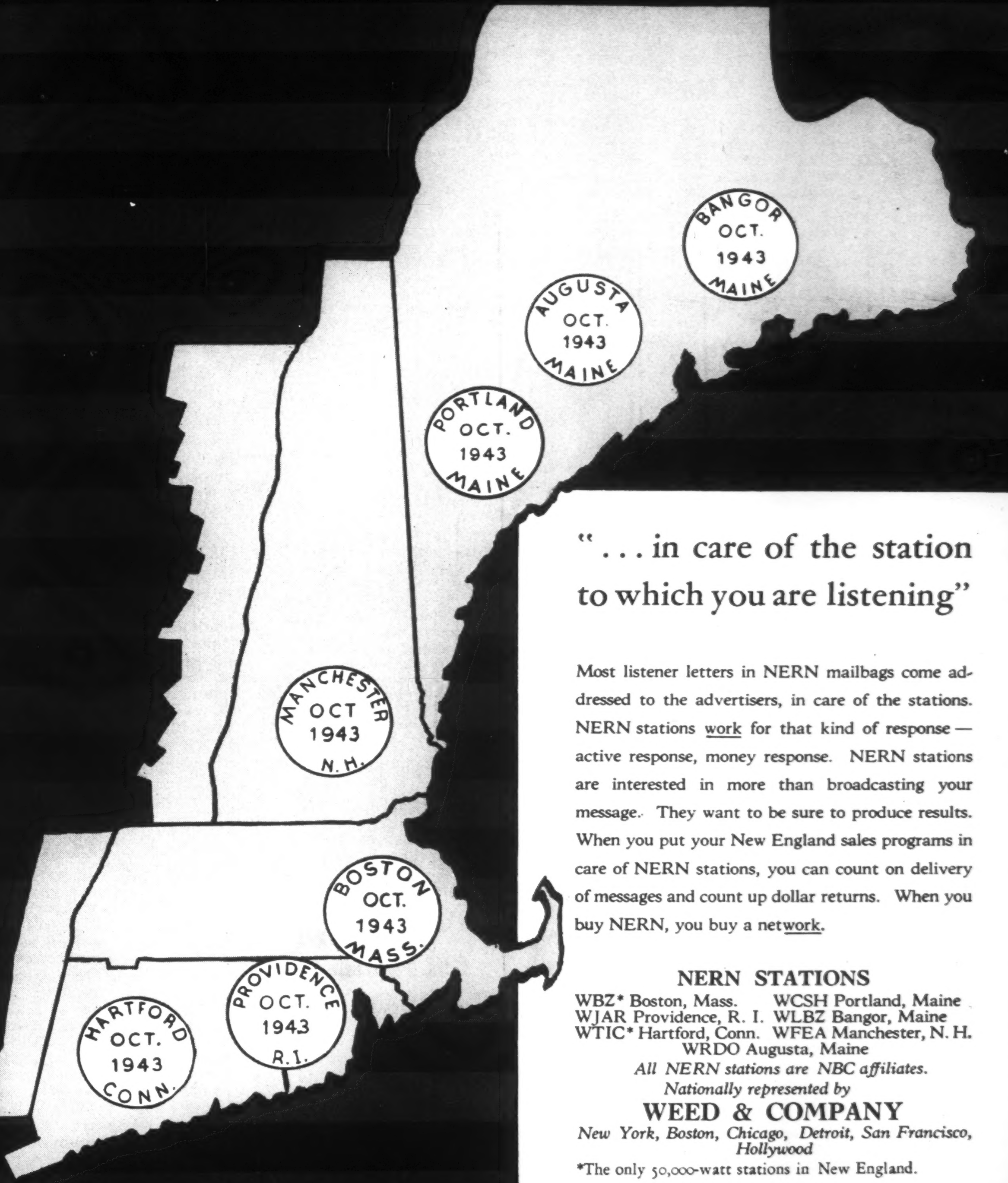
BULL'S-EYE

You supply the advertising. We'll give you the country's richest trading area—and the station to do the job! It's a bull's-eye, when you use WDRC in the Hartford Market! Basic CBS, Hartford.

CBS

CONNECT IN CONNECTICUT!

XUM


BANGOR OCT. 1943 MAINE
AUGUSTA OCT. 1943 MAINE
PORTLAND OCT. 1943 MAINE
MANCHESTER OCT 1943 N.H.
BOSTON OCT. 1943 MASS.
PROVIDENCE OCT. 1943 R.I.
HARTFORD OCT. 1943 CONN.

"... in care of the station to which you are listening"

Most listener letters in NERN mailbags come addressed to the advertisers, in care of the stations. NERN stations work for that kind of response — active response, money response. NERN stations are interested in more than broadcasting your message. They want to be sure to produce results. When you put your New England sales programs in care of NERN stations, you can count on delivery of messages and count up dollar returns. When you buy NERN, you buy a network.

NERN STATIONS

WBZ* Boston, Mass.	WCSH Portland, Maine
WJAR Providence, R. I.	WLBZ Bangor, Maine
WTIC* Hartford, Conn.	WFEA Manchester, N. H.
WRDO Augusta, Maine	

All NERN stations are NBC affiliates.

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

*The only 50,000-watt stations in New England.

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD,
CONNECTICUT

STERN - SLEGMAN - PRINS Co., Kansas City (Betty Rose coats and suits), announces David B. Mindlin Adv., Kansas City, Mo., as agency. Radio is said to be included in plans.

BLOOMINGDALE'S DEPT. store, New York, has chosen Huber Hoge & Sons, New York, as agency for special "help wanted" advertising in New York. Spot radio is said to be planned.

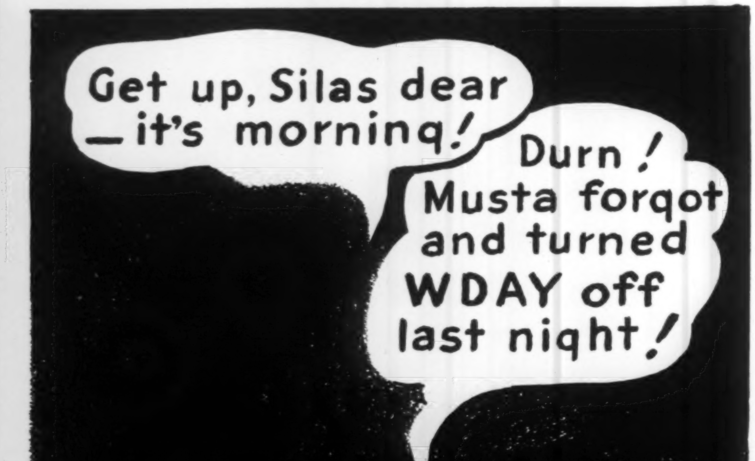
MASON SHOE MFG. Co. (men's shoes), Chippewa Falls, Wis., has named Huber Hoge & Sons, New York, as agency. Said to be testing spot radio.

VAPOR CHEMICAL Corp., New York, names Abbott, Kimball & Co., New York, as agency for Vair, a new air deodorant originally developed for air conditioning now available for household use through major grocery outlets. Radio is contemplated, but no decision expected for the present.

Kroger Renews

KROGER GROCERY and Baking Co. has renewed three of its daytime serials for 52 weeks on WOWO Ft. Wayne, KARK Little Rock and KMOX St. Louis. Programs include *Linda's First Love* for Kroger's Hot-Dated Coffee, *Mary Foster, the Editor's Daughter* for Kroger's Clock Bread and *Hearts in Harmony* for Kroger's Tenderay Beef. Agency is The Ralph H. Jones Co.

JOHN SHILLITO CO., Cincinnati department store, started sponsoring Oct. 3 the MBS cooperative show *Bulldog Drummond* on WKRC Cincinnati. This is second season of sponsorship for Shillito's in behalf of its men's clothing department.


Get up, Silas dear —it's morning!
Durn! Musta forgot and turned WDAY off last night!

The rich Red River Valley lives by WDAY. 15,174 telephone calls recently found 59.5% of all radio sets tuned to WDAY—with the next "competitor" having 6.8%! Write for the full details of this most interesting Survey. Or ask Free & Peters.

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y., has signed a 13-week contract for participations on the *Connie Desmond Band Stand Program* on WHN New York six-times weekly, in behalf of Barrington hand cream. No further radio is contemplated. Agency is Atherton & Currier, New York.

NOTT MFG. Co., Mt. Vernon, N. Y., has named John W. Loveton Inc., New York, as agency for insecticides and allied products. No radio contemplated for the present.

HARLEY W. JEFFERSON, since March 1942 chief of the tobacco section of the WPB, a division now transferred to the War Food Administration, has been elected president and director of Waitt G. Bond Inc., Newark cigar manufacturer, succeeding the late William E. Waterman. Mr. Jefferson was at one time vice-president of P. Lorillard Co., and later was with American Tobacco Co.

E. R. SQUIBB & SONS, New York, has named BBDO, New York, for radio on Squibb toothpowder and dental cream, in addition to institutional advertising.

AMERICAN HEALTHAIDS Co., Newark, N. J. (Kelp-I-Dine Vegetable Products), has appointed William N. Scheer Adv., Newark, N. J., as its agency. The company plans to use radio.

HOUSEHOLD CHEMISTS, New York makers of "Shyn-O-Way" for removing shine from clothes, has placed Pettingell & Fenton, New York, in charge of its account. Plans are said to include radio.

TAYLOR AUTO Co., Los Angeles (used cars), adding to its local schedule on Oct. 1 started sponsoring a weekly quarter-hour sports program *Henry's Footballistics* on KECA for 13 weeks. Series is written and produced by John Henry. Agency is Elwood J. Robinson Adv., Los Angeles.

YOUR MARKET IN NORTH CENTRAL PENNSYLVANIA CAN NOW BE SERVED BY THE

COLUMBIA BROADCASTING SYSTEM

through Radio Station

WCED

in

DUBOIS, PENNSYLVANIA

it's

"Right in the heart of the rich industrial, farming, manufacturing and mining area of Pennsylvania."

REPRESENTED BY SPOT SALES, INC.

250 WATTS
1230 ON YOUR DIAL

Errograph

CJAT, Trail, B. C., has hit upon an effective way to minimize careless little errors in announcing and production. Transmitter engineers record each flaw on a graph. Each week this graph is posted in the studios. Since its inception there has been a steady improvement in the day to day run, and on some occasions, 48 hours of broadcasting have gone by without a single error of any kind.

Reader Adds Objections To Tobacco Commercial

EDITOR, BROADCASTING:

Re: your editorial, Sept. 27 issue, "Parasite Lost", final paragraph.

Whadda mean "advertising genius that he is"? (George Washington Hill.) If having scads of money to throw away and ruin otherwise enjoyable radio programs with obnoxious commercials makes a man a "genius" you're right.

A football team averaging 250 pounds with a gorilla or two thrown in for good measure doesn't have to be smart.

In my humble, *very* humble, opinion, that business succeeds despite the kind of advertising inflicted on the public, not because of it. Or, rather, because of its quantity rather than its quality.... O, well, I smoke Philip Morris, anyway. I'll take Johnnie in preference to any of the "famous" auctioneers.

BRUCE W. ELLIOTT,
Tomaschke-Elliott Inc.,
Oakland, Cal.

Sues John Guedel

CHARGING breach of contract, Arthur A. Shank, known professionally as Art Baker, and m.c. of the weekly NBC *People Are Funny*, on Sept. 29 filed suit in Los Angeles Superior Court against John Guedel, Hollywood representative and producer of Russel M. Seeds Co. Baker contends his dismissal from the program has injured him professionally and that dismissal was in advance of the agreed expiration date. Baker's duties were assumed by Art Linkletter, San Francisco m.c., with Oct. 8 broadcast. Packaged by Guedel, the program has been retitled *New People Are Funny*. Orchestra has been added. Sponsor is Brown & Williamson Tobacco Corp.

5000 WATTS 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

Coffee Rumors Denied

RUMORS that coffee rationing is to be resumed are completely unfounded, the Office of Price Administration has announced. The rumors apparently are based on the fact that the new Ration Book Four contains stamps labeled "coffee." The books went to the printer before coffee rationing was discontinued. Green coffee stocks in the U. S. have reached the "comfortable total" of 554,000,000 lbs., OPA reports. Coffee rationing was instituted in late November, 1942, when stocks had fallen to 200,000,000 lbs. Many coffee sponsors thereafter went off the air, resuming this summer as the supply picture improved.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, pub'ished weekly at Washington, D. C., for October 11, 1943.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personal!y appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C. (on leave)

Editor and General Manager—SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager—MAURY LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.; Ella April Codel, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

MAURY LONG.

Sworn to and subscribed before me this 7th day of October, 1943.

NATHAN SINROD
Notary Public.

(Seal)
(My commission expires November 1, 1944)

BEER ADVERTISING DO'S AND DON'TS

Are Listed By Foundation In New Guide For Industry, Agencies, Copy Writers

THE "do's" and "don'ts" of beer advertising—"to help every brewer and his advertising counsel from making costly advertising mistakes in the future"—have been set forth in a primer type booklet entitled "The A B C of Beer Advertising", and issued by the Advertising Committee of the Brewing Industry Foundation.

Prepared in collaboration with leading advertising experts "in and out of the brewing industry," the booklet points out that total beer advertising is only 1% of total national advertising expenditures, a fact which is advantageous to brewers in that they can learn from "the failure and success" of other advertisers.

Before taking up each individual "do" or "don't", the Foundation states that "if a certain beer is badly advertised, the entire industry gets a black eye . . . unnecessarily," with the example in one of the "don'ts" of a "radio advertiser who was knocking all beers but his own. Because of the nature of his program, however, only one out of four listeners could remember later which beer was being advertised. Thus, to 75% of his public, his attack was directed at all beers, including his own."

The eight "do's" are: Stress beer and ale as beverages of moderation; Point with pride to your own product; Show your patriotism in simple practical ways; Put beer in wholesome surroundings; Advertise beer for what it is . . . a wholesome, refreshing, satisfying beverage of moderation, a companion of good food; Use the many attractive above-board techniques; Address beer's message to adults, its real customers; Protect beer's good name by good advertising.

To avoid "a distorted picture of beer", don't: Play up alcoholic content; Throw mud at competitors; Leave yourself open to the charge of flag-waving; Belittle law and order; Claim medical benefits; Antagonize substantial customers in the community with questionable copy or illustrations; Show, or appeal to, children and minors; Give ammunition to fanatics.

PAUL BOLES, new continuity editor for WOOD Grand Rapids, Mich., has been during the past few years the author of a number of detective novels, the latest of which is *Murder Gets the Bird*, to be published in October by Dorrance & Co.

"Housewise"

Mildred Bailey

THE WTAG AFTERNOON HOSTESS

Central New England women keep in close touch with "housewise" Mildred Bailey, every afternoon over WTAG. She has the knack of brightening their daily lives with practical suggestions and in phrases they enjoy — strictly a la New England. "Housewise" is the one word to describe her knowledge and her style.

Whether she mentions furniture, decoration, menus, or house cleaning Mildred Bailey has made members of her audience ever conscious of brand names. Three quarters of her participating sponsors have renewed. How about the complete story? Wouldn't you like to receive it?

When You Buy Time—
Buy An Audience
WTAG
WORCESTER
The only station which DELIVERS
the Central New England audience
MASS.
R.I.

Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the
Worcester Telegram-Gazette

TO DESCRIBE its current program promotion campaign [BROADCASTING, Sept. 20], CBS has issued a large six-page brochure, listing and explaining the seven methods to be used in coordination with the plan. The "tactics" or "arms", as CBS describes them, are radio, newspapers, transportation advertising, posters, direct mail, personal contact and brochures. According to William C. Gittinger, CBS vice-president in charge of sales, in a letter accompanying the brochure, the "sole purpose" of the campaign "is to invite more and more people to listen more and more often to the most interesting and enjoyable array of programs CBS ever offered."

Merchandising & Promotion

For Carter Fans—Newspapers Used—Certificates History Series—For Clippings—Mosquitoes

For Carter Fans

FANS of Mutual's Nick Carter and his adopted son Chick Carter can receive a folder giving background material on the cast of the programs, plus a membership card in the "Inner Circle", a club for followers of Nick and Chick. At present, the promotion piece is available only to listeners of WOR, Mutual's New York outlet. *Nick Carter* is heard Mondays 9:30-10 p.m., and *Chick Carter* is presented five times weekly, 5:30-5:45 p.m.

Candy Booklet

ALL CANDY BOXES sold by members of the Assn. of Mfgrs. of Confectionery and Chocolate, New York, will contain a booklet entitled "Candy Is an Essential Food" as written by Dr. Walter H. Eddy, conductor of the *Food and Home Forum* on WOR New York. The Assn., one of Dr. Eddy's sponsors, prepared the booklet in cooperation with Scheck Adv. Agency, Newark, its agency, and has already mailed out 1,000,000 copies. The cover pictures Dr. Eddy at a WOR microphone and gives information on the title and broadcast time of the series.

* * *

Newspapers Used

KSTP Minneapolis has placed a 13 week newspaper campaign in 314 Minnesota country weekly newspapers, utilizing a "personal" want-ad type of copy, as part of a promotion plan to enlarge its scope of rural listeners. KSTP is continuing to use full-page ads in the *Land O'Lakes News* together with large space ads in *The Farmer*. Station's farm director, Harry Aspleaf, has a column "On the Minnesota Home Front" in more than 70 papers in the state.

* * *

Certificates

"GOOD NEIGHBOR" certificates, created by Howard Langfitt, farm editor of KRNT Des Moines, are awarded as public recognition of "good neighbor" deeds in the area. First to receive the certificates were 13 businessmen of Gilmore City who aided in harvesting farm crops after business hours when it was learned that it was impossible to get regular farm help.

* * *

History Series

TRACING history, a new radio program, *The Human Adventure*, is heard weekly on MBS, 8:30-9:00 p.m. originating out of WGN Chicago featuring Walter Yust, editor of the Encyclopedia Brittanica, Sherman Dryer, director of radio, the University of Chicago, and the WGN symphony orchestra under the direction of Henry Weber.

Call Letter Change

TO ACQUAINT ADVERTISERS and agencies with the change of call letters from CJRC to CKRC, Winnipeg, a brochure in which the K in the new call letters was featured was mailed to coincide with the change of call letters on Oct. 1. Cover of the brochure showed an usherette introducing the K, while inside pages told of the change in call letters of the station and its two short-wave stations, CKRO and CKRX, from CJRO and CJRX.

* * *

Market Figures

WHBQ Memphis has issued a folder quoting how buying power is growing in the territory covered by the station. Chart lists, among other figures, population, radio homes, retail sales and drug sales, contrasting the 1940 census with 1943 ration book figures, showing growth of the market. Also included is radio map showing night and day coverage of the station throughout Tennessee, Arkansas and Mississippi.

* * *

For Clippings

TO FURNISH advertiser and network with proof of news items and ads promoting their programs, WMPS, the *Memphis Press-Scimitar* station, has prepared an attractive blue folder with space for attachment of clippings on an inside page opposite a legend indicating the newspaper in which items appeared.

* * *

Enlarged Fall Edition

SPECIAL enlarged fall edition of *Dial Tones*, merchandising organ of the Des Moines Cowles stations (WMT KRNT KSO), has been issued to advertisers and agencies and for the first time in the publication's four year history listeners are given the opportunity to request copies.

* * *

Mosquitoes

HOMEMADE mosquito remedy which Jesse Buffum mentioned on his *Farmers' Almanac* program on WEEI Boston the other morning brought such a response for directions that the station issued the data in a small promotion piece to demonstrate the intensity of WEEI early morning listeners.

1 MORE FOR YOUR MONEY

2 AVAILIBILITIES FOR YOUR SHOW

3 OUR NEW HOOPER IS READY

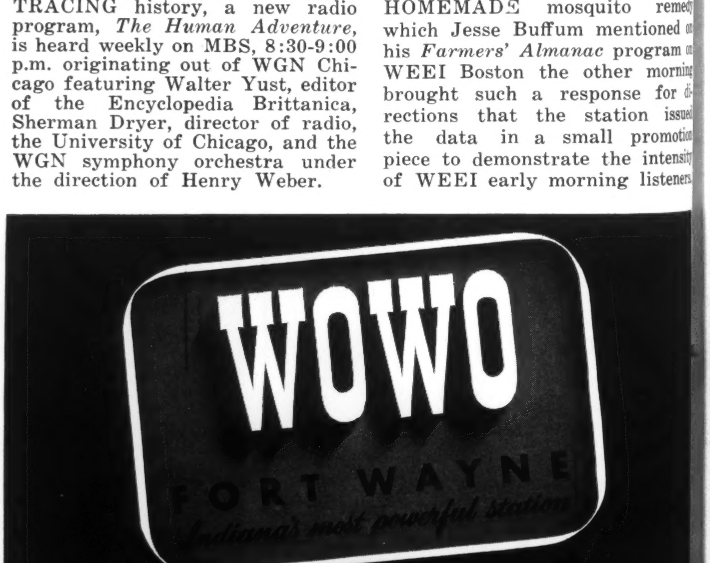
4 SO, WHY NOT GO?

Everything considered — cost, availabilities and station listenership — KXYZ offers you the outstanding radio buy in the great Houston market.

Your Branham man, in a matter of minutes, gladly will prove this statement. Telephone him today . . . or write to this station for radio facts on the rapidly-growing Houston market.

KXYZ
HOUSTON, TEXAS
Now 5000 Watts
1320 KC BLUE, MUTUAL
• represented by The Branham Company

•BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION



INVESTIGATING THE FCC

Reprinted from the Wall Street Journal, Oct. 5, 1942

By RAYMOND MOLEY *

THE resignation of Representative Eugene Cox as chairman of the Select Committee to Investigate the FCC presents to the House and its leaders one of the hottest issues since its election last year. If the leaders want the confidence of the country, they must provide for the pursuit of this inquiry to the end. The faintest suggestion of whitewashing will carry the activities of the FCC into the only forum left, which will be the 1944 campaign. For the FCC's activities, as revealed to date, include some of the most serious threats to freedom of expression which have appeared in years.

The attack upon Mr. Cox involved a question of official conduct entirely unrelated to the subject of the inquiry. But public opinion is most definitely interested in finding out why, after recommendations by all the high authorities of the Army and Navy, including the Secretaries of War and of the Navy, the activities and personnel of the FCC engaged in confidential war activities were not transferred. It is still more concerned with the question of whether the FCC, in its methods of licensing radio stations, has so intimidated the companies that freedom of expression on the air is, in fact, limited by a Government bureau beyond fair and lawful considerations of taste, or morals.

The vigor of Mr. Cox and of the Committee counsel, Mr. Eugene Garey, in conducting the inquiry was appropriate to the inquiry's gravity and to the well-known capacity of certain Government agencies to resist legitimate public inquiry into their activities. Mr. Fly and members of his staff have complained bitterly, but this complaint must be discounted in light of the fact that Administration agencies have shown similar vigor in investigating private persons, companies and associations. As this column has mentioned before, this is no tea party. It is an inquiry into a matter involving the liberties of the people of this country.

As to the charges made against Mr. Cox, the matter comes down to a judgment of the propriety of official conduct. The House makes laws to cover that and, where law does not apply, the House applies its own disciplinary measures. Speaker Rayburn said, with reference to Mr. Cox, that "his friendship, his love and confidence remain." Of even more significance was Majority Leader McCormick's tribute to Mr. Cox's "truthfulness, honesty and integrity."

The charge against Mr. Cox has been in the Department of Justice for some time, and no definite action has been taken. Instead, a newspaper, magazine and letter-writing persecution has been carried on. This is hardly a sound way to get at the facts.

The temper of the House of Representatives is very warm with respect to the doings of the FCC. It will insist upon an investigation which goes to the very heart of it. This will put upon the new chairman the duty of carrying to a finish the work begun by Mr. Cox.

---

*Former key advisor to President Roosevelt and original member of the "Brain Trust".

McCarthy Films

EDGAR BERGEN of the NBC *Chase & Sanborn Show*, has been signed for two films by Charles R. Rogers Productions.

GOOD NEIGHBOR policy brought good results to Joe Seacrest, chairman of the board of KFAB and KFOR Lincoln, Neb., and KOIL Omaha. He explains in an interview with Hugh Feltis (right), general manager of the Central States Broadcasting System, how he made radio contacts all over South America, especially Brazil, acquainting the countries with Midwest cities of the United States. Seacrest accompanied Sen. Hugh Butler (R-Neb.) on the trip.

Minister With NBC

EVERETT C. PARKER, recently ordained Congregational minister and former radio executive, will make a three-month study of public service broadcasting as a guest staff member of NBC's public service department. A graduate of Chicago Theological Seminary and Chicago U., the Rev. Mr. Parker was awarded a fellowship to study religion in radio. He was formerly manager of WJBW New Orleans, program director and production manager of WHIP Hammond, Ind., and produced *The Southtown Church Hour*, a Chicago feature, as well as transcribed religious features on Mid-Western stations.

KWFT Partnership

THE FCC last week granted the Wichita Broadcasting Co., a corporation, licensee of KWFT Wichita Falls, Tex., permission to create a partnership consisting of its stockholders, Joe B. Carrington, Mrs. Joe B. Carrington, P. K. Smith and Mrs. Claude M. Simpson Jr. No money was involved.

INCREASE SALES
LOWER SALES COSTS
BY USING

KSD
IN ST. LOUIS

THE ONLY ST. LOUIS STATION
WITH THE
NBC
STAR
PROGRAMS

LARGEST
DAYTIME
POPULATION
COVERAGE AREA
OF ANY ST. LOUIS RADIO STATION

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.

Take the Whiskers Off

(*Continued from page 26*)

of entertainment and education than the radio of any other country. Nevertheless, I believe that the sale of spots between network programs is unfair to the public, defrauds the sponsors of network broadcasts and reflects seriously upon radio stations.

This is one of the unfortunate aspects of radio which should be thoroughly understood by the public, so that corrective action can be taken without injuring the value of radio as a whole. One salutary corrective would be to arrange for more public participation in radio and its affairs.

Editorial Page Needed

What radio needs, and has needed for many years, is an Editorial Page of the Air. Such a program, sponsored by networks and comparable in many respects to editorial pages of a newspaper, might become one of the most popular and useful features ever broadcast. In addition to thoughtful, impartial comment on world events, it should tell the public the story of radio as it never has been told before. It should take listeners behind the scenes with frank discussion of radio's problem. It should give the public a chance to express its own opinion.

Among all newspaper features, the Vox Pox section ranks near the top in reader interest. But where newspapers number their readers in tens and hundreds of thousands, radio's major networks can shoot for an audience of *eighty-five million* listeners, each of whom, it is safe to bet, has ideas he or she would like to hear broadcast. Think what this would mean for the preservation of free speech. The American public would have a chance to express itself on any subject of general interest.

Radio's editorial page should have opportunity to criticize radio practices and radio's advertisers. It would give open answer to radio pundits who today have only their consciences to govern how much publicity they wish to give to adverse opinion. Think of the unheralded bits of wisdom from the people talking back. Think of the stuffed shirts that would lose their starch.

Requisite to Freedom

Freedom of the air, as defined by William Paley, president of CBS, "means the right of the speaker to express any view he may hold on any question of general interest. He must be guarded, and he is guarded in that right, regardless of how the operators of the networks or stations may, themselves, feel about the thing he discusses. If he is not libelous, or not otherwise unlawful, if he is not obscene, if he does not seek to provoke racial or religious hatred, he may say whatever he pleases over the air."

Apply this principle to letters from the public which are read over a national network, surround the presentation of suitable letters with such safeguards that there can be no suspicion of partiality or unfairness, and radio will give us the greatest forum of free opinion and free discussion the world has even seen. Rightly, it is subject to regulation. But in the final analysis, decisions of the Federal Communications Commission should reflect the will and thought of the public. But how can the public reach informal conclusions on any phase of broadcasting unless it knows the complete story? How can it secure the complete story unless it is taken behind the scenes by the people who know—men who are in the broadcasting business? And how can half of the public know what the other half thinks unless there is a national sounding board for public thinking such as only radio can give?

WSAV Transfer

THE FCC last week approved transfer of control of WSAV Savannah from E. E. Murrey Sr. to Harben Daniel and Catherine Murrey Daniel, through a gift of 32 shares of stock from Mr. Murrey to Mrs. Daniel, his daughter. Mr. and Mrs. Daniel together own 51%. William K. Jenkins owns 19.8% (59½ shares); Meredith E. Thompson, chief engineer, owns 2 shares; N. W. Brandon, commercial manager, owns 3.33%; Aaron Shelton, WSAV technical advisor, owns 6.66%. Mr. Murrey gained control nearly three years ago with the acquisition of 32 shares from Arthur Lucas, Georgia theatre chain owner who died last July.

Biscuit Co Airs Dixon

NATIONAL BISCUIT Co., New York, on Oct. 4 began sponsorship of the quarter-hour weekly talks by Stanley Dixon, MBS commentator, on three stations, KRNT Des Moines; WMT Cedar Rapids, and WNAX Yankton, S. D. Product promoted is Premium crackers, and the agency is McCann-Erickson, New York.

"We Can Trace New Customers to KSO Program"

—says Baxter Dixon

With twelve super-markets serving Boone, Perry, Newton and Des Moines, Thrift-Way is an important name in Iowa's food field.

On Thrift-Way's successful use of radio advertising, Baxter Dixon, general manager, makes this report:

"The backbone of our sales promotion is newspaper advertising, with dominant space each week in the *Des Moines Tribune*. But, nearly three years ago, we decided that the right kind of radio advertising could intensify the effectiveness of our entire selling program.

"After considerable experimenting, we selected a quarter-hour show, entitled "The Gift Man" broadcast every Friday evening on Station KSO.

"This feature, which has now had its fourth 13-week renewal, has become a basic part of our promotional effort. Time and again, we have seen it increase the movement of merchandise, and we can trace many new customers to our radio advertising."

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in

DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

"Your Western New York Salesman"

WHAM

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

The
TIME BUYERS'
STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Agencies

VICK KNIGHT, vice-president of Foote, Cone & Belding, Hollywood, and director of the agency's *Jack Carson* program on CBS for Campbell Soup Co., has taken a month's leave of absence on doctor's orders to recover from nervous exhaustion. The *Jack Carson* show is being handled in the interim by Bill Lawrence, freelance director.

C. F. GREEVES-CARPENTER, formerly of Lockhart International Agency, New York, has joined the publicity department of J. M. Mathes Inc., New York.

ANNA RECORDS, formerly in the copy and production department of Gerth-Pacific Adv., Los Angeles, has joined Elwood J. Robinson Adv.

VIC HUNTER, Chicago vice-president of Foote, Cone & Belding, has returned to Chicago after a series of conferences with agency West Coast executives.

TOM LUCKENBILL, vice-president in charge of radio for William Esty & Co., has returned to New York after conferences with Don Bernard, Hollywood manager, on West Coast originating network shows.

FRANKLIN OWENS, time buyer of Benton & Bowles, New York, and Margaret L. Willever, of Bloomfield, N. J., were married Oct. 2.

CHARLES M. BAYER, formerly on the public relations staff of Borden Co., has set up his own public relations and publicity firm at 17 East 42nd St. Phone is Murrayhill 2-4944.

CHARLES M. PURDY, former executive copywriter of Tracy-Locke-Dawson, New York, and recently returned from service in the Army, has joined the copy staff of Bermingham, Castleman & Pierce, New York.

ERNEST ZOBIAN, former advertising manager of A. C. Barnes Co., and Zonite Products Corp., New York, has joined H. W. Kastor Adv. Agency, New York.

WARREN H. WILKES, formerly of Tandy Adv. Agency, Toronto, and announcer on a number of accounts placed by that agency, is now with the Royal Canadian Air Force at Corpus Christi, Texas.

DAVIS-LIEBER, New York publicity firm, has dissolved for the duration, and Carl Post, an associate, has taken over the business under the name Carl Post Publicity Associates. Offices will be in the Empire State Bldg.

De Angelo Move

CARLO DeANGELO has resigned as radio director of Marschalk & Pratt, New York, to serve as director of the Perry Mason mystery serial starting on CBS for Procter & Gamble. Mr. DeAngelo will work on a free-lance basis for Pedlar & Ryan, agency in charge, and will retain his association with Marschalk & Pratt in an advisory capacity on the *Esso Reporter* program.

MARTIN KOEHRING, previously associated with the W. W. Garrison Co., Chicago, has rejoined that company as director of research.

JOHN RYDER, Hollywood manager of Biow Co., has returned after a month in New York.

BILL DECKER, formerly timebuyer of Ted Bates Inc., New York, will join McCann-Erickson, New York, Oct. 18 as chief timebuyer replacing John Donaldson Jr., who moves into program production.

JOHN E. DEVINE, former advertising manager of Alexander Smith & Son's Carpet Co., Yonkers, N. Y., has joined the executive staff of Davis & Platte, New York.

JEROME F. SEEHOF, formerly with the Chicago Office of H. W. Kastor & Sons, has joined Sherman K. Ellis & Co., New York, as account executive.

GEORGE I. REID, formerly Eastern manager of the National Radio Checking Service, New York, and recently released from the Army, has joined the staff of Radio Reports Inc., New York.

AILEEN DEVNEY, of the production staff of Wade Adv. Agency, Chicago, will leave shortly for the home of her uncle, U. S. Ambassador Frank P. Corrigan, in Caracas, Venezuela. Miss Devney has been production assistant on the *Sachs Amateur Hour*, heard Sunday afternoons on WENR Chicago, and was previously a member of the timebuying staff of Pedlar & Ryan, New York.

ORIGENES LESSA, Brazilian author and newspaperman, has joined the Rio de Janeiro office of J. Walter Thompson Co., and Charles D. Dulley, Brazilian advertising man, has been named assistant manager of the agency's Sao Paulo office. Mr. Dulley directed a market survey for the National Coffee Department. Mr. Lessa founded and directed the first Brazilian magazine exclusively dedicated to advertising, and founded *Planalto*, cultural publication of the government department of press and propaganda.

DEL CASTILLO, former program director and production manager of WEEI Boston, has joined the radio division of Raymond R. Morgan Co., Hollywood agency, as producer of *Opportunity Hour*, sponsored by Petrol Corp. on KNX.

SAMUEL DALSIMER, vice-president of Cecil Presbrey, New York, has been granted a leave of absence to serve as program manager with the OWI in Washington. He will handle information programs on rationing and price control.

LUCILLE WEBSTER, former business manager of the radio department of Ted Bates Inc., New York, and previously in charge of radio traffic at Benton & Bowles, New York, has been named office manager of the radio department of Biow Co., New York.

Stovin
and
Wright
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Catch Two Birds with One Buy!

GET present wartime business—prepare for peacetime sales. In war or peace, WHIO *is* the Dayton market . . . the rich market of diversified industry and vast valley farmlands . . . consistently profitable. When you reach Dayton at war over WHIO, you automatically reach a wealthy Victory market, too. So "play Scotch"—buy full coverage of the *entire* Dayton market—for today and for tomorrow.

WHIO IS
THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives

"Plug" Kendrick says:

DOWN
GOES
ANOTHER
"AVAILABLE NOW"
SIGN

WILLARD TABLET
COMPANY
NOW SPONSORS
"SLIM AND AUBREY"
FOR
26 WEEKS
MONDAY THRU SATURDAY
7:30-7:45 A.M.

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.
•
D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW San Francisco

Carter Products Inc., New York (liver pills), 7 *ta* per wk, thru Ted Bates, Inc. N. Y.

Carter Products Inc., New York (Arrid), 1 *ta* per wk, 26 wks, thru Small & Seiffer, N. Y.

Bell Brook Dairies, San Francisco (milk), 9 *sa* per wk, 13 wks, thru Botsford, Constantine & Gardner, San Francisco.

Pierce's Products Inc., New York (medicinal), 6 *ta* per wk, 26 wks, thru Duane, Jones Co., N. Y.

Marinship Corp., Sausalito, Cal. (help wanted), 10 *sa* per wk, thru Albert Frank-Guenther Law, San Francisco.

McKesson & Robbins, N. Y. (Bax), 6 *ta* per wk, 13 wks, thru Ivey & Ellington, N. Y.

Musterole Co., N. Y., (Musterole), 5 *sa* per wk, 26 wks, thru Erwin, Wasey & Co., N. Y.

Weinstein Co., San Francisco (department store), 1 *sp* per wk, 26 wks, direct.

Grove Laboratories, Chicago (pharmaceuticals), 1 *ne* per wk, 26 wks, thru Russel M. Seeds Co., Chicago.

42 Products Inc., Los Angeles (hair oil), 3 *ta* per wk, 13 wks, thru Hillman-Shane-Breyer, Los Angeles.

Roma Wine Co., San Francisco (wine), 1 *sa* per wk, 13 wks, thru McCann-Erickson, San Francisco.

Golden State Milk Co., San Francisco (milk), 5 *sa* per wk 52 wks, thru BBDO, San Francisco.

Ed Mosher, San Jose, Cal. (farm produce), 2 *sa* per wk, direct.

Joshua Hendy Iron Works, San Jose, Cal. (help wanted), 6 *sa* per wk, direct.

Central Building & Loan Co., Oakland Cal. (loans), 2 *ne* per wk, thru Ryder & Ingram, Oakland.

KHJ Hollywood

Morrell, John & Co., Ottumwa, Ia. (Red Heart dog food), 9 *sa* weekly, 13 wks, thru Henri, Hurst & McDonald Inc., Chicago.

WFIL Philadelphia

Ken-L-Products Division Quaker Oats Co., Chicago (dog food), 5 *sa* weekly, 8 weeks thru Ruthrauff & Ryan, Chicago.

Maltox Co., Burlington, Vt. (Maltox), 2 *sa* weekly, 13 weeks thru Samuel C. Croot, N. Y.

Tappins, Philadelphia (jewelers), 15 *sa* weekly, 52 weeks thru Cox & Tanz, Philadelphia.

Irving Sachs, Philadelphia (used cars), 6 *sp* weekly, 13 weeks thru H. M. Dittman, Philadelphia.

Gimbel Bros. Department Store, Philadelphia (Clipper Craft Clothes), 1 *sa* weekly, indefinite period, placed direct.

Sears, Roebuck & Co., Philadelphia (help wanted), 21 *sa* weekly, indefinite period, placed direct.

Dr. Mallas, Philadelphia (dental service), 17 *sa* weekly, 52 weeks thru Harry Feigenbaum, Philadelphia.

Stern & Co., Philadelphia (furniture), 10 *sa* weekly, 52 weeks thru Frank Wellman, Philadelphia.

Sam Gerson, Philadelphia (men's clothing), 5 *sa* weekly, 52 weeks thru Harry Feigenbaum, Philadelphia.

Harry Krouse, Philadelphia (used cars), 1 *sa* weekly, 13 weeks thru Samuel Taubman, Philadelphia.

Breyers Ice Cream Co., Philadelphia (ice cream), 1 *sa* weekly, 13 weeks thru McKee & Albright, Philadelphia.

L. H. Gilmer Co., Philadelphia (help wanted), 14 *sa* weekly, indefinite period, thru Geare-Marston, Philadelphia.

Ogantz Motor Co., Philadelphia (used cars), 12 *sa* weekly, indefinite period, placed direct.

National Biscuit Co., New York (Premium Crackers), 12 *sa* weekly, 13 weeks thru McCann-Erickson, N. Y.

C. A. Briggs Co., Cambridge, Mass. (H-B Cough Drops), 3 *sa* weekly, 20 weeks thru Samuel C. Croot, N. Y.

KPO San Francisco

42 Products Inc., Los Angeles (hair oil), 7 *sa* per wk, 52 wks, thru Hillman, Shane & Breyer, Los Angeles.

Standard Brands, New York (Stam), 6 *ta* per wk, 23 wks, thru Ted Bates Inc., N. Y.

Golden State Co., San Francisco (milk), 8 *ta* per wk, 52 wks, thru BBDO, San Francisco.

WJZ New York

Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), 5 *sa* per wk, 13 wks, thru McCann-Erickson, Minneapolis.

United Sales Mfg. Co., Buffalo, division of Foster-Milburn Co. (Ice Mint), *ta* weekly, 46 wks, thru Street & Finney, N. Y.

WOV New York

Bulova Watch Co. New York, 500 *sa*, thru Biow Co., N. Y.

Barney's Clothes, New York (men's clothes), 78 *ne*, thru Emil Mogul Co., N. Y.

Mt. Eden Wine Co., New York (San Gabriel Wines), 312 *sa*, thru Emil Mogul Co., N. Y.

Procter & Gamble, Cincinnati (Oxydol) 780 *ta*, thru Blackett-Sample-Hummert, Chicago.

B. C. Remedy Co., Durham, N. C. (headache powders), 588 *ta*, thru Chas. W. Hoyt Co., N. Y.

American Health Aid Co., Newark (Kelp-I-Dine), 78 *sp* thru Wm. N. Scheer Adv., Newark.

Graham Co., New York (Red Bow Food Products), 312 *sp*, thru Emil Mogul Co., N. Y.

Miramar Grading Co., New York, 312 *sp*, thru Manhattan Adv., N. Y.

Kaskel's, New York (department store, loan brokers), 75 *sp*. thru J. R. Kupsick Adv., N. Y.

Paramount Pictures, New York, 4 *sa*, thru Buchanan & Co., N. Y.

Charm-Kurl Co., Chicago (Charm-Kurl Wave Kit), 26 *sp*, thru United Adv. Chicago.

Standard Encyclopedia Co. New York, 26 *sp*, thru Airmart Inc., N. Y.

KFI Los Angeles

Ludens Inc., Reading. Pa., (cough drops), 8 *sa* per wk, 26 wks, thru J. M. Mathes Inc., N. Y.

Globe Grain & Milling Co., Los Angeles (flour), weekly *sa*, 26 wks, thru McCann-Erickson Inc., Los Angeles.

A. S. Boyle, Vernon, Cal., (Aspertane), 4 *sa* per wk, 52 wks, thru Brisacher, Davis & Van Norden, Los Angeles.

Golden State Co., San Francisco (Golden V Milk), 2 *sp* per wk, 52 wks, thru BBDO, San Francisco.

Paramount Pictures, New York (films), weekly *sa*, 52 wks, thru Buchanan & Co., N. Y.

KFBK Sacramento, Cal.

Bank of America, San Francisco (banking), 7 *sa* per wk, 52 wks, thru Charles Stuart Adv., San Francisco.

Sunway Fruit Products Co., Chicago (vitamins), 7 *ne* per wk, 13 wks, thru Sorensen & Co., Chicago.

Colgate-Palmolive-Peet Co., Jersey City (soap), 6 *ta* per wk, 13 wks, thru Leon Livingston Adv., San Francisco.

KMOX St. Louis

Drug Trade Products, Chicago, 6 *sp* weekly, thru Benson & Dall, Chicago.

Pinex Co., Fort Wayne, Ind., 6 *ne* weekly, thru Russel M. Seeds Co., Chicago.

Dr. Le Gear Medical Co., St. Louis, 3 *sp* weekly, thru Simmonds & Simmonds, Chicago.

Flex-O-Glass, Chicago 3 *t* weekly, thru Presba, Fellers & Presba, Chicago.

Groves Labs., St. Louis, 12 *ne*, thru Russel M. Seeds Co., Chicago.

Four-Way Labs., St. Louis, 1 *sp*, thru Donahue & Coe, N. Y.

Carey Salt Co., Hutchinson, Kan., 3 *t* weekly, thru McJunkin Adv. Co., Chicago.

Pillsbury Mills, Minneapolis, 3 *t*, thru McCann-Erickson, Chicago.

General Foods, New York (Sanka), 3 *ne* weekly, thru Young & Rubicam, N. Y.

Seeck & Kade, New York (Pertussin), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.

Quaker Oats, Chicago, 1 *sp* per wk, thru Sherman & Marquette, Chicago.

Vick Chemical Co., New York, 8 *ne* weekly thru Morse International, N. Y.

Beau Brummel Ties, Cincinnati, 1 *t* weekly, thru Key Agency, Cincinnati.

Griesedieck Bros., St. Louis (beer), 2 *sp* weekly, thru Ruthrauff & Ryan, St. Louis.

KFRC San Francisco

Longines-Wittnauer Watch Co., New York (watches), 4 *sa* daily 52 wks, thru Arthur Rosenberg Co., N. Y.

McIlhenny Co., Chicago (tobacco), 90 *ta* 26 wks, thru Aubrey, Morse & Wallace, Chicago.

Colgate-Palmolive-Peet Co., New York (granulated soap), 10 *ta* per wk 13 wks, thru Leon Livingston Adv. Agency, San Francisco.

E. O. Anderson Co., Los Angeles (Shontex), 1 *ne* per wk, 26 wks, thru Barton A. Stebbens Adv. Agency, Los Angeles.

Standard Beverages, San Francisco (beverages), 3 *sa* per wk, 26 wks, thru Emil Reinhardt Adv. Agency, Oakland, Cal.

Pioneer Beverages, San Francisco (beverages), 7 *sa* per wk, 13 wks, thru Ryder & Ingram, Oakland, Cal.

Gragnano Products Inc., San Francisco (spaghetti sauce), 1 *sp* per wk, thru Brisacher, Davis & Van Norden, San Francisco.

Campbell Cereal Co., Chicago (Malt-O-Meal), 2 *sp* per wk, 26 wks, thru H. W. Kastor & Sons Adv. Agency, Chicago.

Bell Brook Dairies, San Francisco (milk) 1 *sa* per wk, 13 wks, thru Botsford, Constantine & Gardner, San Francisco.

WSPR Springfield, Mass.

Russell-Miller Milling Co., Minneapolis (Occident Flour), 3 *t* weekly, thru Campbell-Mithun, Minneapolis.

Pillsbury Flour Mills Co., N. Y. (Golden Bake Mix), 15 *ta* weekly, thru McCann-Erickson, Minneapolis.

Longines-Wittnauer Watch Co., N. Y. (watches), 3 *t* weekly, thru Arthur Rosenberg Co., N. Y.

W. F. Young Inc., Springfield, Mass. (Absorbine, Jr.), 18 *ta* weekly, thru J. Walter Thompson Co., N. Y.

Foster-Milburn Co., Buffalo (Doan's Pills), 3 *ta* weekly, thru Street & Finney, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap), 10 *ta* weekly, thru Ted Bates Inc., N. Y.

Philadelphia Reading Coal & Iron Co., Philadelphia (Reading Anthracite), *sa*, thru McKee & Albright, Philadelphia.

WHN New York

Purepac Corp., New York (drugs), 12 *sa* weekly, 23 wks, direct.

Consolidated Drug Trade Products, Chicago, 6 *sp* weekly, 29 wks, thru Benson & Dall, Chicago.

American Healthaids Co., Newark (Kelp-I-Dine), *sa*, thru William N. Scheer Adv., Newark.

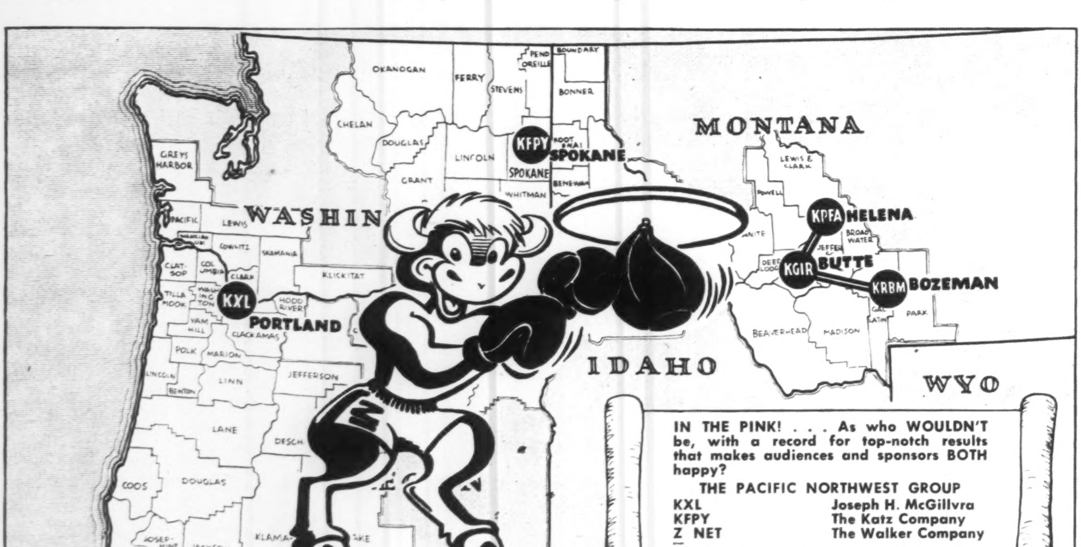
Quaker Oats Co., Chicago (Ken-L-Products Division, (dog food), *sa*, 8 wks thru Ruthrauff & Ryan, Chicago.

WGN Chicago

Grove Laboratories, St. Louis (cold tablets), 2 *ne* per wk, 26 wks, thru Russel M. Seeds Co., Chicago.

Grove Laboratories, St. Louis (cold tablets) weekly quarter-hour *t*, 26 wks, thru Russel M. Seeds Co., Chicago.

Grove Laboratories, St. Louis (A B-1 & B vitamins), 6 *sa* per wk, 26 wks, thru Russel M. Seeds Co., Chicago.



IN THE PINK! . . . As who WOULDN'T be, with a record for top-notch results that makes audiences and sponsors BOTH happy?

THE PACIFIC NORTHWEST GROUP

KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company

Buy 2 markets, save 5%; buy all 3 markets, save 10%

Nationwide Television Networks Seen, Using New Form of 'Lighthouse' Relays

NATIONWIDE television networks of the not-distant future are described in an interview with Ralph R. Beal, research director of RCA Laboratories, in the October issue of *Radio Age*, published by the RCA.

Mr. Beal said a new form of "lighthouse" radio relay station developed by RCA will make relaying of television programs a simple matter. He envisages the relay transmitters not only linking television stations into national networks but providing trunk lines of communication in such vast areas as the inland territories of Russia and China.

Radio relays operate on microwaves with the energy concentrated almost in a beeline, so that relatively small amounts of power are required. The apparatus is simple and compact, he said, explaining that it could not be otherwise and still perform in the domain of the tiny wavelengths which are so close to light.

Hug the Earth

Ultra-short waves and centimeter waves travel close to the earth's surface and leave the earth at a tangent. Therefore high towers or antenna on lofty buildings or mountain tops increase the range. To receive a program from the Empire State Building in New York, 200 miles away, a plane over Washington went up 20,000 feet. Average range would be about 30 miles, Mr. Beal said.

Relay circuits are not a one way street, it was pointed out. The towers can handle multiple circuits, which can be increased in number to carry several television programs simultaneously, as well as FM sound broadcasts, telegraphic messages and facsimile. Relay circuits should be among the busiest on the air, Mr. Beal said.

He describes the main relay system of the country as like a great inter-city spine, becoming interstate and eventually transcontinental. Ribs will spread to television stations. A likely operation might be between New York and Washington: While an NBC television program is being broadcast from an aerial on the Empire State Bldg., a different program will originate in Washington. Both programs will be fed into the relay system. A Philadelphia station can elect to broadcast the program from New York, while another taps the Washington program. Likewise a New York station may choose the Washington program. The relay system may thereby afford greater freedom in program selection and operation, as four or five programs can be carried at once for selection by the television stations.

Mr. Beal concluded his interview by stressing that more than money would be required to establish such a system as he envisaged. He mentioned specifically a "sympathetic and helpful attitude on the part of governmental agencies" and "the daring spirit of American industrial pioneers" as essential to bring the post war development to realization.

CBS Publishes Statements

STATEMENTS by Dr. S. J. Thomson and Dr. A. Frigon, general manager and assistant general manager of the Canadian Broadcasting Corp., before the Parliamentary Committee on Broadcasting at Ottawa during June and July, 1943, have been issued by CBC in a 48-page booklet titled *The CBC and Canadian Broadcasting.*

WING

Place Your SPOT BUSINESS on WING in Dayton, O.

"The Mid-West's fastest Growing Market"

Basic Blue Network 5000 watts

Ronald B. Woodyard
Exec. Vice President

Dayton, Ohio

WEED & CO... *National Representatives*

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer
President

Geo. H. Roeder
Gen. Manager

FREE & PETERS
Exclusive National Rep.

Want Your "Spots" Loaded with Sales?

Buy KMO TACOMA ★

Yes . . . Tacoma's a sure winner for results, now and in the future. It's a market that demands complete, concentrated LOCAL spot coverage—a fact proven beyond doubt by many *local* Tacoma-Seattle advertisers* who make KMO a "must buy" on their radio schedules. If YOU hope to cover Washington's Number Two Market, buy KMO—dominant voice of the Southern Puget Sound area.

**Names and data on request*

★ WASHINGTON'S NUMBER TWO MARKET!

Tacoma ranks 94% above the national average in effective buying income . . . 28% above the Washington state average. Tacoma is Washington's TOP-RANKING Sales Management "High Spot" city —has been a "Preferred City" for over two years! And don't forget the "PLUS VALUE" of McChord Field and Ft. Lewis, both just a few miles south of Tacoma!

KMO

Carl E. Haymond, Owner

TACOMA, WASHINGTON'S ONLY NETWORK STATION

5000 Watts
Mutual-Don Lee

Represented by
Joseph H. McGillvra, Inc.

And for Central Washington - Buy **KIT**, Yakima

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over

KDYL

UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

War Fund Drive Launched by FDR

Radio Committee Cooperates With OWI on Campaign

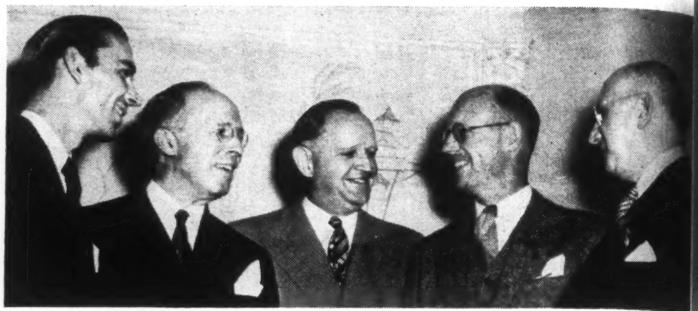
WITH the four-network broadcast by President Roosevelt on Oct. 5 marking the official opening of the 1943 War Fund Campaign, extensive radio plans including the networks and local stations have been worked out by the Fund's radio committee, under the direction of Jesse Butcher, and in cooperation with the Allocation Division of the Office of War Information.

For last week, Oct. 4-10, as an example, a total of 56 network programs, representing nearly 18 hours of broadcasting time, were assigned to the Fund by the OWI for messages urging listeners to support the 17 major war relief agencies represented by the Fund. Similar network allocations of time will be made for the remaining weeks of the drive, and according to Mr. Butcher, several network programs have volunteered to carry the Fund's messages without being designated to do so under the allocation system.

Discs Ordered

Mr. Butcher also stated that 95% of the local stations throughout the country have ordered the special transcriptions made by the war fund for spot use. These include five-minute recorded appeals, featuring such stars as Gracie Fields, Dick Haymes and Yvette; a ten-minute dramatization with Helen Twelvetrees and Norman Lloyd; ten-minute monologues by Raymond Massey, and a special quarter-hour transcription of a labor-management discussion on the importance of the campaign, between Eric Johnston, president of the U. S. Chamber of Commerce, William Green, president of the AFL, and Philip Murray, president of the CIO.

Production of the radio phase of the campaign is headed by Joseph R. Busk, assisted by Heagan Bayles, Maurice H. Bent, Hubbell Robinson, Carl Swanson and Harold Wengler. Assisting Mr. Butcher as radio director in New York are Jane Moore, Joan MacDonald and Rene Kuhn, with Ted Gifford handling radio on the West Coast.



SMILES FOR SINGISER were in order at a luncheon in New York given the newscaster by Erwin, Wasey & Co. to mark the fifth anniversary of sponsorship of his 6:30 p.m. Transradio News program on WOR New York by Consolidated Cigar Corp., New York. Among those on hand to congratulate Frank Singiser were (l to r): Charles Stark, announcer; Marc Haas, advertising director of Consolidated; Howard D. Williams, vice-president and general manager of Erwin, Wasey, agency in charge; Mr. Singiser; Morris Hillison, Consolidated sales manager.

NAB Curricula Plans

CURRICULA STANDARDS for radio news writing and broadcasting courses in schools and colleges, modeled after those at such universities as Northwestern, Columbia and Minnesota, are being worked out by a sub-committee of the NAB's Radio News Committee. The sub-committee, consisting of Paul White, CBS director of news broadcasts; Bill Brooks, NBC director of specal events, and Walt Dennis, news committee secretary, will meet in New York Friday with Lyman Bryson, CBS director of education, and Dr. James R. Angell and William Burke Miller of NBC's public service division as advisors.

Research Discussions

THE AGENCY and research committees of the American Assn. of Advertising Agencies, who met recently in New York to discuss the NAB plan for standardization of station coverage maps, have notified the NAB that there is a difference of opinion in the method used and that further discussions will be necessary. The group failed to approve of the system as it now stands, but has not yet definitely rejected it.

MIAMI

FOR IMMEDIATE AND POSTWAR GAINS

Without tourists, Miami is now enjoying its greatest Annual Income, Retail Sales and Bank Clearings.

There's been no off-season since December 7, 1941.

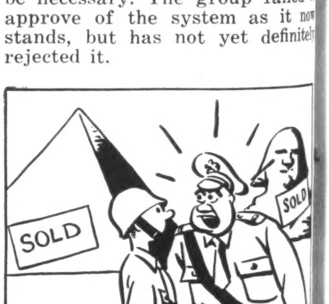
Hit this new rich market now for immediate and postwar gains.

National Representative GEORGE P. HOLLINGBERY COMPANY

NBC
610 KC
5,000 WATTS

WIOD
MIAMI

WIOD Covers This New Rich Market
As Completely As Miami's Magic Sun



"Find that ex-WFDF Flin
Michigan time salesman!"

XUM

BROADCASTING the play-by-play description of the World Series sponsored by Gillette and carried exclusively over Mutual, are Red Barber, and Lt. Bob Elson. Lt. Elson, on leave from the Navy, is the first man in uniform to broadcast a major sports event.

SOLDIERS OVERSEAS GET WORLD SERIES

MIX-UP in the broadcast of the world series to soldiers overseas was settled by an order from Gen. Dwight D. Eisenhower effective Oct. 7 that the full play-by-play account of the series be shortwaved to soldiers in the Mediterranean area.

The Special Services Division of the War Dept. had approved only summaries of the games to be telegraphed to men overseas and had previously rejected an offer from Mutual for the series.

Gillette Safety Razor Co., Boston, sponsor of the series, because of the new arrangement instructed that all commercials be omitted from the running account of the game and restricted to the intervals between the innings. At this time an Army announcer cut in on the Mutual account being shortwaved from WBOS Boston with non-commercial comment.

In the midst of all this BBC was recording play-by-play accounts of the highlights of the games and broadcasting them within a half hour on a general overseas service. Also a Union Network station in San Francisco was shortwaving the Mutual account to soldiers in the South American and Caribbean areas. The Union Network operates under the supervision of the Office of Coordinator of Inter-American Affairs.

NAB BOARD PLANS NOVEMBER SESSION

MEETING of the NAB board of directors to consider current industry matters, but with emphasis on the legislative and music situations, was called for Nov. 10-11 in Washington by President Neville Miller.

In a telegram to the 25 board members, Mr. Miller said the meeting was not called to consider any emergent situation, but rather to cover a full agenda on current activities. With legislation receiving attention in both houses of Congress, and with the AFM music situation at a critical point, it was assumed these matters would constitute primary topics. The board has not met since July 30 when the question of NAB organization in the light of the expiraton of President Miller's term next July, was considered.

A six-man nominating committee was named at that time by the board. Its membership comprises: Don C. Elias, WWNC, Asheville; G. Richard Shafto, WIS, Columbia; John W. Gillin, WOW, Omaha; J. O. Maland, WHO, Des Moines; J. D. Shouse, WLW, Cincinnati; Paul Morency, WTIC, Hartford. No chairman has been named, though Mr. Elias is expected to preside when this group holds its first meeting expected shortly.

GLEN E. HARRIS, formerly of KMBC Kansas City, has joined the announcing staff of KDYL Salt Lake City.

Davis Lauds Ad Council for Aid

WARNING that "the toughest part of the job is still ahead," Elmer Davis, Director of the Office of War Information, told the War Advertising Council in New York Oct. 8 that its activities in remolding the living habits of American citizens to fit a wartime pattern is "one of the most effective examples of close cooperation between Government and business in our entire history.

"This achievement," Mr. Davis said, "would have been impossible save for the aggressive cooperation of business in implementing our programs by creating campaigns for them, and by contributing advertising space and radio time to bring the people essential home front information."

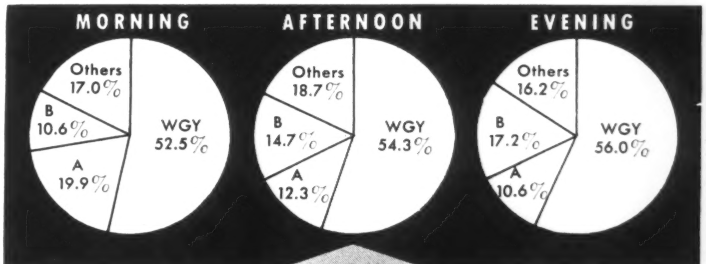
Praising the Council for its "yoeman service" in serving as a coordinating body for powerful information forces, Mr. Davis declared "the only way that the people can be persuaded to intensify their efforts from now on, in spite of their weariness with the war, and in spite of continuing victories, is for you to tell them more intensively and more persistently than ever before what they must do to shorten the war. This means more war messages and harder hitting messages carried to more people, in more advertising, by more media."

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

Gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated wth pictographs for quick and easy reading. You can get a copy **free** by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

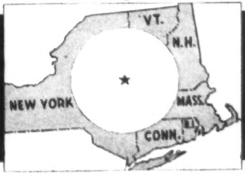


THIS IS THE WAY THEY LISTEN

IN THE HUDSON CIRCLE
According to Crossley

WGY-125

GENERAL ELECTRIC
WGY
Schenectady, N. Y.



Represented Nationally by
NBC
Spot Sales, Inc

WSJS

NBC
Station For
Winston-Salem
Greensboro
High Point
★
5,000 WATTS
600 KC.

BLANKETING North Carolina's Rich Tri-City Section, the State's No. 1 Market! CONCENTRATING on a 10-County Primary - PLUS Area of 578,700 Population With 100,312 Radio Homes!

National Representatives
HEADLEY-REED COMPANY

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR JULY-AUGUST

...but don't take our word for it- *Look at the Record!*

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	13.7	26.4	38.5	20.6
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	34.4	28.4	23.5	12.1
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	34.5	20.3	35.8	8.3

WGRC *Mutual*

LOUISVILLE'S TRADING AREA =47% OF KENTUCKY'S POPULATION =57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

FOR ACCURATE LISTING OF YOUR FIRM IN THE 1944 YEARBOOK, FILL IN YOUR QUESTIONNAIRE TODAY AND MAIL PROMPTLY TO

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

WRITERS' CONGRESS IS HELD AT UCLA

HAVING EVOLVED resolutions for a proposed Secretary of Arts and Letters to be added to the Presidential Cabinet, and for the future Pan-American writers' conference, Writers Congress concluded its three-day sessions, Oct. 3. Under joint sponsorship of UCLA, where conference was held, and Hollywood Writers Mobilization, conference was attended by approximately 2000 delegates.

Four panels represented radio and were devoted to news and propaganda analysis, creative radio, shortwave and television. Probing techniques of analysis were Harry W. Flannery, Nelson Pringle, Chet Huntley and Dr. Wallace Sterling, network news analysts. Fox Case, CBS West Coast news and special events director, presided.

Propaganda was discussed by Paul Lazarsfeld, director of radio research, Columbia University, and Charles Seipmann, of OWI overseas branch, Pacific division, with John B. Hughes, Mutual-Don Lee commentator presiding.

Seminar on shortwave and television depicted the former's place in soldier and civilian morale. Lt.-Col. Tom Lewis, of Army Special Services Division, radio section, in a report on that agency's work cited the growing volume of programs released abroad. Glan Heisch, CBS West Coast assistant program director, presided.

Roundtable on creative radio featured Hector Chevigny, member of Radio Writers Guild council; Jack Runyon, West Coast radio manager of CIAA; Bernard Schoenfeld, radio-film writer; Norman Corwin and Arch Oboler, writer-producers; Major True Boardman of Army Special Services Division, radio section, presiding.

Directors' Contract

RADIO DIRECTORS Guild is drawing up a standard form of contract as a result of a decision taken at a meeting at Guild headquarters, Hotel Gladstone, New York, Sept. 27. A spokesman said there will be no minimum salary clause, as this would be incompatible with the Guild's constitution. Two new members are Gertrude Berg, who writes and directs *The Goldbergs* on CBS and G. Bennett Larson, general manager of WWDC, Washington, and director of a New York program.

Video Film Ad

TELEVISION is being used by RKO Pictures in advance promotion for the Oct. 14 premiere of "Behind the Rising Sun", in New York. RKO Radio put on a 40-minute telecast Oct. 10 in the New York studios of the Du Mont Television Station W2XWV. Margo, star of the film, and James R. Young, author of the book upon which the movie is based, were featured. George Putnam, WEAF news commentator, served as m.c. Film trailer with scenes from the movie concluded the program.

MR. KESTEN

Paley to OWI

(*Continued from page 9*)

1937). His most recent position as general manager remains vacant.

A native of Milwaukee, Mr. Kesten was born Aug. 30, 1898. He attended Wisconsin U. for two years and then enlisted in the Marine Corps. After World War I, he became assistant advertising manager of the Gimbel Store in Milwaukee, later becoming advertising manager.

Leaving the retailer field for a few years, he joined McJunkin Adv., Chicago, in 1920 and in late 1922 he became vice-president and advertising manager of Foreman & Clarke stores, a clothing chain with branches from Chicago to the West Coast.

Several years later, he went abroad to study European methods of advertising, returning to the clothing store chain in 1927. A year or so after this he joined Lennen & Mitchell, where he remained until his association with CBS.

Davidson Taylor, assistant director of broadcasts for CBS, will accompany Mr. Paley.

Publishing Co. Tests

DIRECTING its message to career-minded war workers and servicemen interested in acquiring more technical knowledge, Kenmore Publishing Co., New York, is selecting a cross-section of markets in the vicinity of war plants and camps to promote *Mathematics Made Simple.* Starting on six stations scattered between Hartford and the West Coast the campaign will run on a week-to-week basis, expanding schedules in areas producing results, and moving to other regions when markets fail to respond. Agency is Weiss & Geller, New York.

Religious Features Lauded

DR. MAX JORDAN, NBC's director of religious broadcasts, is the subject of an article in the October *Catholic Digest*, which reviews his pioneer work in the field of religious feature programs. *The Story of Christmas* on NBC; the Oberammergau Passion Play broadcasts and other features handled by Dr. Jordan, the article states, "showed that religious broadcasts could be interesting, inspirational and instructive."

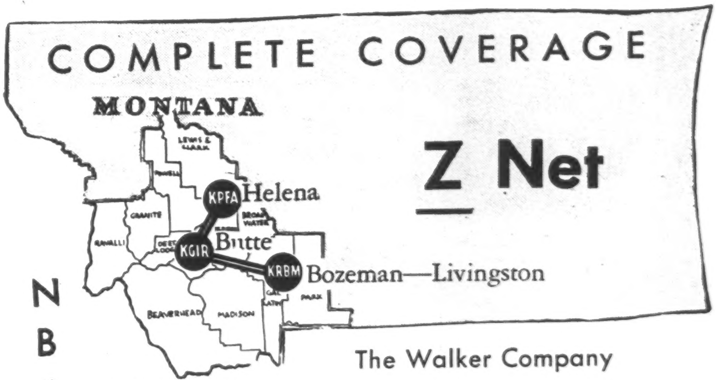
Mr. Paul W. White,
Columbia Broadcasting System

We have just seen your advertisement in the *New York Times* of September 20, 1943. We compliment you on the recognition of your "duty to the American People" in regards to commentators and the presentation of NEWS.

The Z Net has refused commentaries for several years unless the ideas of *more* than a single person were presented on a single or adjacent program.

Ed Craney

COMPLETE COVERAGE


MONTANA
KPFA Helena
KGIR Butte
KRBM Bozeman—Livingston
Lewis & Clark
Powell
Granite
Ravalli
Deer Lodge
Broadwater
Beaverhead
Madison
Gallatin
Park

Z Net

NBC Affiliate

The Walker Company
Eastern Representative

Replace Dog Food Series

MODERN FOOD PROCESS Co., Philadelphia, has replaced Olivio Santoro now in the Navy on seven NBC stations. Sundays at 11:45 a.m. with *The Little Betsy Ross Girl*, a program of songs by Marion Loveridge and featured guests. The company has also changed the product advertised on the show from Thrivo dog food to Vogt's Philadelphia scrapple. Agency is the Clements Co., Philadelphia.

Lea Predicts New Legislation

(*Continued from page 9*)

by Mr. Lea: Alfred L. Bulwinkle, N.C., subcommittee chairman; Virgil Chapman, Ky.; Martin J. Kennedy, N.Y.; Thomas D'Alesandro Jr., Md.; George G. Sadowski, Mich., and Richard F. Harless, Ariz.

Rep. Charles A. Wolverton (R-N.J.), ranking minority member of the Committee, has not named the Republican members. Chairman Lea said he would press for a full 11-man subcommittee so that a study of proposed legislation could get underway shortly.

Because of Mr. Lea's mild and retiring manner, coupled with his long service in Congress, the report spread in Washington early last week that his appointment was an effort by the Administration to whitewash the entire probe. The Republican National Committee appears to take the same view.

Praised by Rayburn

It didn't take long, however, for the general impression to get out that such is not the intent of Rep. Lea. His close friends pointed out that behind his disarming smile and smooth manner is a dogged determination to get his job done well. Mr. Lea's own comment to BROADCASTING definitely reflected that attitude.

Known as a stickler for facts and fair dealings, Rep. Lea delved into his new assignment with every indication that he plans to see the investigation through. In naming Mr. Lea to the Select Committee, Speaker Rayburn asserted:

"Mr. Lea is a man of splendid courage, unimpeachable integrity and great ability. He is possessed of a splendid judicial temperament and his fairness cannot be questioned."

Indicative of his desire to bring himself up to date on the hearings, Mr. Lea asked Chief Counsel Garey to postpone a brief hearing scheduled for last Wednesday afternoon until he could meet with other Committee members. Three of the Committeemen, Louis E. Miller (R-Mo.); Warren G. Magnuson (D-Wash.), and Edward J. Hart (D-N.J.) were out of the city the early part of last week, leaving only Chairman Lea and Rep. Richard B. Wigglesworth (R-Mass.) available to attend Wednesday's session. Mr. Lea wanted all members present.

Study of Record

Chairman Lea held a lengthy conference with Chief Counsel Garey and asked for a complete record of the hearings, which began last July 2. They since have been held intermittently in Washington and New York. Last Wednesday's session was to have permitted Mr. Garey to enter certain testimony into the record.

Asked whether he plans to retain Mr. Garey and his staff, who were employed by Rep. Cox, Mr. Lea said his conclusions upon reading the record would determine that.

"I'm not one to judge a man hastily," he said. "I want to go over the record and determine in my own mind whether I feel that Mr. Garey and his staff have done a good job. At the moment I don't know. I want to familiarize myself with everything that has been done. Until then I see no reason to make any changes."

It was learned that Chief Counsel Garey and his entire staff had prepared to resign, should there be pressure to tone down the investigation and whitewash the proceedings. They will continue to function, however, until the new chairman makes a decision.

In the meantime another "smear" campaign, which Mr. Garey said he felt was inspired, was spread by the New York newspaper *PM*, Marshall Field's publication. In last Wednesday's issue appeared a story by Elizabeth Donahue of *PM's* Washington bureau charging that Chief Counsel Garey had "used the inquiry to needle Jews".

Assumed Names

The story cited brief portions of testimony in which Mr. Garey brought out that certain FCC employes were working under assumed names. It was pointed out, however, that the anti-Semitic propaganda against Mr. Garey has been heard in the corridors of the new Post Office Bldg., which houses the FCC, for several weeks.

Associates of Mr. Garey last week deeply resented the inference that he is anti-Semitic and they mentioned his law partners in the firm, Garey, Desvernine & Garey. They include Raoul E. Desvernine, Milton I. Hauser, Jacob J. Rosenblum and William Helfer. Mr. Hauser also is a member of the Select Committee legal staff. He and Messrs. Rosenblum and Helfer are Jewish.

Lipton Hitchikes

LEVER BROS., Cambridge, Mass., will promote Lipton's Tea via hitchhike announcements for the fourth quarter on *Bright Horizon* on CBS starting Oct. 4; on *Mayor of the Town* on CBS starting Oct. 6 and on *Amos N' Andy*, returning to the air on NBC Oct. 8. Product will also be promoted in a three-week spot campaign which started Oct. 10. A total of 71 stations are used. Agency is Young & Rubicam, New York.

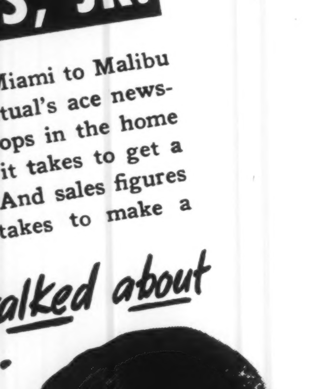
LAST NITE FULTON LEWIS SAID . .
FULTON LEWIS HAD AN INTERESTING STORY . . . .
WISH I COULD HEAR FULTON LEWIS TONITE

All over the country—they're talking about

FULTON LEWIS, JR.

From Maine to Montana, from Miami to Malibu . . . everybody is discussing Mutual's ace newscaster and his latest daring scoops in the home front. He obviously has what it takes to get a nation-wide audience excited. And sales figures prove that he has what it takes to make a hundred sponsors happy.

America's most talked about commentator . . .



Sell him at your one-time quarter-hour rate per week. Call, wire, or write
WM. B. DOLPH
WOL, WASHINGTON 6, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

"FIRMAGE'S RENEWING AS USUAL"
writes ARCH MASDEN—KOVO
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Stations Classed In Peabody Awards

Regional - Local Distinction Placed at 1,000 w.

TO CLARIFY the distinction between local and regional stations in connection with the 1943 Peabody Radio Awards, the Henry W. Grady School of Journalism, U. of Georgia, has announced that regional stations classification includes both large and medium size stations, 1,000 w or above. Local stations class will include the smaller broadcasters with less than 1,000 w.

John E. Drewry, dean of the School, which administers the Awards with the assistance of the NAB, said that all types of radio stations are both eligible and invited to participate.

Awards are to be made in the following categories:

1. That program or series of programs inaugurated and broadcast during 1943 by a regional station which made an outstanding contribution to the welfare of the community the station serves.
2. That program or series of programs inaugurated and broadcast during 1943 by a local station which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program (adult or child).
7. Outstanding children's program.

Any radio station or network is eligible to receive the awards for news reporting, drama, music, or education. Only local and regional stations are eligible to submit entries for the community welfare program selection.

Dean Drewry stated that entries may be submitted by individual stations, networks, radio editors, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program or programs. The Board will not necessarily be restricted to entries, but will consider the reports of its own listening-post committees, and may on its own initiative select a program or a station.

Dec. 10 is the closing date for the 1943 entries, which should be sent to the Dean, Henry W. Grady School of Journalism, The University of Georgia, Athens. Forms if desired may be secured from this office. Each may be accompanied by one transcription. If more are necessary to give the board members a fair understanding, special arrangements can be made.

HENRY W. BARLEY, research director and assistant to the president of Calkins & Holden, New York, has joined Benton & Bowles, New York, as assistant account executive.

BENTON L. MOYER Jr., recently with Warwick & Legler, New York, has rejoined the media department of Ruthrauff & Ryan, New York.

Fla. Supreme Court Upholds ASCAP, Rules Contract Within State Laws

FLORIDA Supreme Court last week upheld a ruling of a state district court that ASCAP "is not a price-fixing organization operating illegally in restraint of trade in the state of Florida and is therefore not prohibited from doing business within the state. ASCAP has legally complied with the provisions of the 1939 Florida law."

Decision, according to ASCAP, "recognizes that the operations of ASCAP under the consent decree are such that the decision of the United States Supreme Court, handed down prior to the consent decree, is not applicable at this time." Users of ASCAP music in the state must now secure licenses from the Society for such use, which is now true in every state except Nebraska, and it is understood that ASCAP will make an early attempt to resume business in that state, using the Florida decision as a precedent.

Contract Valid

Action resulting in the decision was brought by Palm Tavern of Palm Beach, which on Jan. 18, 1943, took out an ASCAP license and on Aug. 12 filed suit for a declaratory decree to determine the legality of its contract with ASCAP. The circuit court decision cited above also stated that the Society "is qualified to execute the contract with the plaintiff," and describes the contract as "valid and enforceable under the laws of the state."

Unanimously upholding that finding, the Florida Supreme Court decision further states: "We have found nothing either in the contract or in the record of the proceedings below which indicates that the contract is contrary either to the statutes of Florida or to the Federal statutes."

Royalty checks in excess of $1,300,000 will be mailed to ASCAP members this week covering performances during the third quarter of 1943, largest third quarter and second largest quarter in ASCAP history, it was said at ASCAP headquarters.

Approval of the plan to extend the present contracts of ASCAP members with the Society for an additional 15 years beyond their scheduled expiration Dec. 31, 1950, or until the end of 1965, has been received from more than enough writer-members to account for 80% of the funds distributed to this part of the membership. On the publisher side, Irving Berlin Inc, and the Metro-Robbins group have not yet endorsed the plan, which cannot top the 80% mark of the publishers' royalties without the inclusion of one of these two organizations. Both have expressed their intention of voting for the extension, an ASCAP spokesman said, but they have been delayed by a reorganization of Irving Berlin Inc. and for the other group by the absence of David Bernstein, Metro treasurer, from New York. If neither signs by the Oct. 15 deadline, it is expected that the ASCAP board will extend the time of approval for as long as is necessary to secure the official approval of the plan by one of these organizations.

Spots For 'Beams'

BEAMS, a new vitamin product, is being introduced on six stations in the Lake Erie and Lake Ontario region. Major portion of the initial drive consists of ads in 35 major newspapers in the same general area. Radio started week of Sept. 27 and will continue for six yeeks, expanding further if results warrant. Agency is Lambert & Feasley, New York, which handles advertising for Lambert Pharmacal Co., parent company of the vitamin concern.

ACQUISITION of an AP radio wire from Press Assn. by KPRO Riverside, Cal., is announced.

NATIONAL FLAG DISTRIBUTORS, New York, has appointed Winer Co., New York, as agency for flags and shields. Radio advertising is a possibility.

AFM Fund

(*Continued from page* 12)

payment of 3% of the sale price to the AFM. In signing the contract Empire automatically withdrew from the WLB hearings. WOR had never been a party to those proceedings.

Those Remaining

Transcription companies remaining in the hearings are: Associated Music Publishers, Lang-Worth Feature Programs, C. P. MacGregor, NBC Radio-Recording Division and Standard Radio. RCA-Victor Division of RCA and Columbia Recording Corp., Phonograph record manufacturers, are also parties to the hearings.

These transcription companies have received a number of letters from broadcasters commending them on their stand and promising station support. Station operators have also written to World criticizing its action in breaking the industry's united front by making a separate peace with the AFM, and World has also received a few cancellations for its library service.

World last week notified stations that Glenn Gray and Johnny Long and their orchestras will record the first batch of new music for the World Library. Company spokesman said that plans for expansion of the library service are now in the development stage.

There's no place like Home and Good Old —

WMMN

It will pay you well to know US home folks better!

—Ask John Blair—

5,000 Watts

A FORT INDUSTRY STATION

COLUMBIA

WMMN

Fairmont, W. Va.

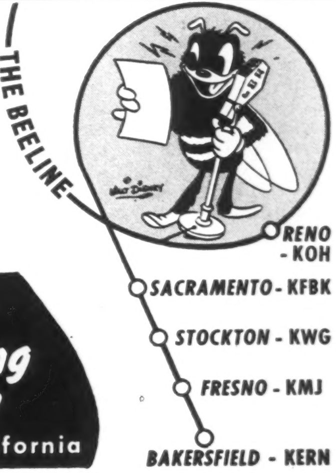
FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*

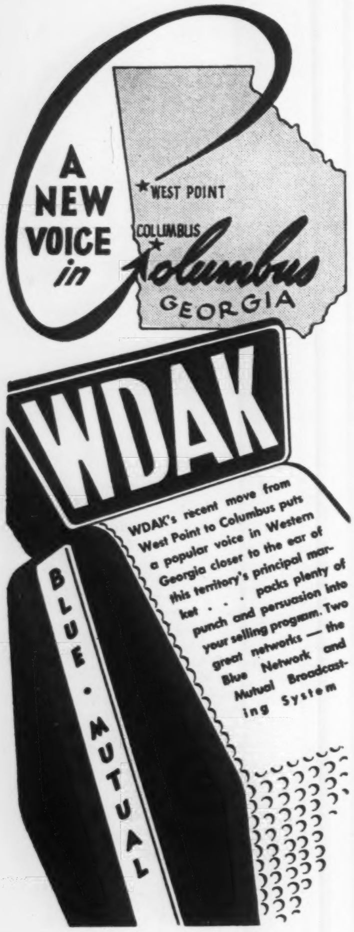
McClatchy Broadcasting Company

Sacramento, California

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representatives




A NEW VOICE in Columbus

WDAK

WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks — the Blue Network and Mutual Broadcasting System

BLUE • MUTUAL

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

CBS
KTUC
TUCSON ARIZONA
1400 KC
250 WATTS
AFFILIATED WITH
THE ARIZONA NETWORK
KOY, Phoenix · KSUN, Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY

Fly Defends Analysts' Right

(Continued from page 11)

izations and small business men's associations, as a restriction on free speech.

This restriction arises he said, from radio's tremendous success in selling goods and services, whereby some elements in the industry argue that time should be sold *exclusively* to vendors of merchandise and services.

He called that argument "too narrow and confining for a free people", while admitting that the sale of merchandise is an essential ingredient in our way of life. "To forget our glorious heritage of *ideas* as well as worldly goods, is to betray a considerable portion of all that has made our nation great," he added.

"Programs should not be banned because they are intended to convey messages . . . Can broadcasting, while restrained to carry the voice of the one group and only the one group lay claim to being an effective instrument of democracy?"

A Prime Barrier?

He said that the ban against soliciting memberships over the air was sheerly "arbitrary", and reminded his listeners that Samuel Adams and Tom Paine sought members for libertarian organizations and Susan B. Anthony and Margaret Fullers for their women's suffrage league.

Chairman Fly defined a controversial issue as a "current issue" and listed the ban by many stations and networks on sale of time for discussion of controversial issues as perhaps the prime barrier to free speech on the air. He discussed the four leading arguments which he said were usually advanced in favor of this ban.

To the argument that time sold for controversial discussions would unduly limit radio as a vehicle for other functions, such as amusement, advertising, etc., the chairman urged that the principle of a well-balanced program structure would continue unimpaired even if a reasonable amount of time were sold for the discussion of controversial issues.

"Selling time for the discussion of controversial issues does *not* mean making of radio a common carrier, willing to sell every prospective purchaser as much time as he will buy," the chairman asserted in answer to the argument that the best-financed groups would buy the most time, and hence radio would become an instrument serving only one side of each issue.

"The station licensee," said Chairman Fly, "must inevitably exercise discretion, in order that radio shall become the tool of no special group or interest."

He denied as "simply not true" the point that the door would be opened for continuing harangues "of so-and-so", because "We are interested in free speech on current lively issues". Continued sale of time to extremists with axes to grind itself bars discussions of current issues, he said.

Handouts Not Enough

To the argument that time for controversial discussion is now freely given, the chairman admitted that vast quantities of free time are given. "I know of no one who would want to end unsponsored discussions," he stated. But there are several reasons, he added, why these "mere handouts" are not enough.

Unlike purchasers of time, he pointed out, the recipient of free time has no opportunity for choice of an hour and "their network may consist of 15 stations instead of 150. And that," Chairman Fly suggested, "is not the kind of restraint on free speech the Founding Fathers . . . would view with any complacency."

The maintenance of broad, firm revenues—necessary to the American system of broadcasting—"necessarily limits the time which can be donated free of charge to discussion or to anything else; it especially limits the choice hours which can be donated," he continued. "Clearly the best way to eliminate this restrain on free discussion is to remove the ban on time sales. This need not mean, of course, that free time is to be refused for controversial discussions. This type of program is desirable and lack of broadcast income should not be a reason for denying listeners access to those programs."

The chairman referred to the "cuffing about" that certain forum or round-table programs are now taking as evidence of the time shortage for commercial users. He decried the suggestion of shortening one-hour forums to a half-hour, since it would halve the effectiveness of this important type of program.

Equally undesirable, he indicated, because of unfairness to listeners, is the proposal to change the town-meeting-type programs to less desirable hours or to book them temporarily and then shift them. "Public debate during the hours when housewives listen with one ear would be as inappropriate as a farm and home hour after midnight," he added.

A Living Thing

Calling attention to a plan to sell one or more programs of this type, Chairman Fly said, "If there be a sponsor, one may wonder who is to be permitted to select the subject and the speakers?" He said it was to the credit of at least one network that it did not at present contemplate selling this type of program. "One warning that is present," he added, "is that selling the forum may well add to the burden of the broadcasters own prejudices, the further burden of at least considering the prejudices of the sponsor."

"The poor relation who gets the free time cannot hope to attract the attention that the time buyer builds up with his day-by-day bombardment."

That Mackerel Again

Chairman Fly concluded by reminding that responsibility lies with the industry and "it is the industry which must answer for having maintained or having subverted our fundamental principles of freedom. In this world of movement let us see to it that American broadcasting continues to move as a living thing, a vital thing in the onward march of democracy, emitting meanwhile no radiation reminiscent of the dead mackerel in the moonlight."

[The "mackerel" reference was to the so-called NAB St. Louis convention incident in which Chairman Fly, after a bitter controversy with NAB President Neville Miller and Mark Ethridge, publisher of the Louisville *Times* and *Courier-Journal* (WHAS) alluded to the trade association as akin to a "dead mackerel in the moonlight—it both shines and stinks".]

FLY EXPANDS ON LISTENER FREEDOM

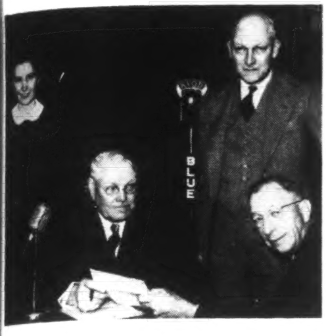
THERE IS NO need for restrictive measures against radio listeners, Chairman James Lawrence Fly of the FCC declared in an address over CBS in Washington last Tuesday night, "either mechanically or in the form of legal sanctions against the listener's person. The freedom to listen necessarily includes the freedom not to listen," he said.

Chairman Fly spoke from 10 to 10:15 on "Freedom to Listen—A Universal Principle", the same subject on which he addressed the Advertising Club of Boston last Tuesday. Continuing his discussion of the thesis that democratic government depends on an informed citizenry, Chairman Fly asserted that in order for beliefs and opinions to be soundly tested "there cannot be suppression of the thinking of any group. The majority *need not* listen; the group speaking can only bid for listeners.

"My concern is only that ears willing to listen shall hear," Chairman Fly stated. Competition among programs "unrestrained by shibboleths", will determine what the public should hear," he added. "Without restrictions, the levels that can be reached are limited only by the general levels the public aims for in this competitive battle."

Chairman Fly also touched upon radio's part in extending the meaning of free speech, which he said had its counterpart in freedom to listen, and radio's part in the postwar world, summing up the views he expressed in Boston last week [BROADCASTING, Oct. 4].

XUM



FOURTH YEAR of the *Fred Davis Newscast* starts on KVOD Denver as Fred Davis (seated, left), president of the Fred Davis Furniture Co. signs contract with Con Heckler (seated, right), sales manager of KVOD. Looking on are Carro Trace, advertising manager of the furniture company and Thos. C. Ekram, station manager of KVOD.

Durkee Campaign

DURKEE Famous Foods Inc., Elmhurst, N. Y., will introduce its new products, Soya Bits and Soyarich Flour, in newspaper and radio test campaigns in five key cities starting this month. Radio advertising will consist of thrice-weekly newscasts in four major markets—Pittsburgh, Detroit, Minneapolis and Portland, Ore.,—starting the first or second week in November. Duane Jones Co., New York, has been appointed to handle advertising for both products.

WAVE DOESN'T WORK FOR COIN (KY.)!

Far from being dreamy-eyed idealists, we at WAVE are realists of the old school! We simply know that Coin (Ky.)—and all the rest of the villages in this State—can't *half* match the radio potentials of the Louisville Trading Area. So we beam our 5000 watts at *cash*, and let the Coin (and credit) go! . . . If you're a realist, too, you'll know WAVE is your one best bet in Kentucky.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives

Kesten Answers Fly

(Continued from page 11)

the front and I've eaten with them, slept with them, dived into fox-holes with them when Stukas came over—and I've talked with them. Mostly the talk—American soldier talk—was about home and girls and the usual grousing about Army life. But one thing struck me as strange. Unless I brought up the subject, there was never any talk about what we Americans are fighting for, never anything said about the conflict in political ideas behind this war. Whenever I asked a soldier, "Are you fighting Fascism?", he'd blink as though this were some original thought.

Remember that I'm talking about hundreds of conversations, not just a few. I'd ask these soldiers what they thought of Darlan and Badoglio and they hadn't much to say. The consensus seemed to be that we should treat with anyone we could in order to get the war over in a hurry so that everybody could call it a day and go home.

It seemed to me there was a world of difference in the political education of the American soldiers and the British soldiers whom I visited last month. The British Command has prepared a complete course of instruction for its troops in regard to the differences between democratic and Fascist ideas. I couldn't help wondering whether our own high command is making adequate plans to train the minds, as well as the bodies, of our fighting men."

Eye-Witness 2

American soldiers in this theatre of war don't have the slightest idea of why they are fighting. I've just come from the front where I talked with them and I know. They don't realize that they are on a holy crusade to stamp out Fascism and that the only way you can do that is to exterminate Japs and Germans. They don't know or care how our government has betrayed them by dealing with a Darlan and a Badoglio. They don't realize that this is a people's war, that what is happening is a world revolution and that the only way we can preserve the Four Freedoms is to crush our enemies completely and that the only way we can save our democratic integrity is to treat solely with democratic elements in the countries we liberate.

Well, our soldiers just don't know those things. And the High Command is to blame. They should educate the troops. Last month I visited British soldiers and found out that they were getting thorough political education. We're supposed to be quick and bright and the British dull and slow-witted. Well, the British are a lot quicker and brighter than we are in this kind of training.

Our soldiers shouldn't spend their spare time sitting around grousing and talking about girls and what they will do when they get home. No, they should be taught the meaning of the conflict in terms of ideology—they must be made to see that Fascism must be stamped out in every root and branch and that they are fighting for the world's little people. Otherwise, they may win victories on the field of battle, but they will lose the peace.

Miles to S. America

IN ONE OF THE largest export advertising campaigns in its history, Miles Labs., Elkhart, Ind., on Oct. 1 started a schedule of spot announcements and quarter-hour programs on 35 stations in Latin America and Newfoundland, in behalf of Alka-Seltzer. Versions of Miles' *Lum 'N Abner* show on NBC are heard on some stations, while others carry transcribed commercials. Radio schedule is larger than last year's, according to R. H. Otto, vice-president of Export Adv., New York, agency in charge. Drive includes ads in 74 newspapers and 12 magazines.

General Foods Switch

DUE to government restrictions on paper, General Foods on Oct. 1 discontinued promotion of Post Tens, an assortment of individually packaged cereals, on WQXR New York, and has substituted commercials for Wheatmeal. Latter cereal will be advertised in the G-F five-minute seven-times weekly news spot at 6:25 p.m. through Dec. 31. Wheatmeal is also promoted on several network shows through Young & Rubicam, New York. Post Tens agency is Benton & Bowles, New York.

Grove Sponsors

GROVE LABS., St. Louis (cold tablets), under terms of a recent contract, is now sponsoring programs totaling three hours a week on WGN Chicago. Monday through Saturday at 8:15 a.m., Grove sponsors a series of quarter-hour musical transcriptions. Tuesdays and Thursdays and on Saturdays when not conflicting with baseball, they sponsor quarter-hour news programs. Tuesdays, Thursdays and Saturdays Grove sponsors *Guest Star Theatre*, a quarter-hour evening program of recordings and celebrity interviews. Agency is Donahue & Coe, New York.

Lucky Strike Promotion

TYING IN with its Lucky Strike radio promotion on three network programs featuring the "letter" commercial "L.S.M.F.T.", American Tobacco Co., New York, last week started its first intensive newspaper campaign in six years, using almost every daily paper for a period of three weeks. The newspaper ads show a man holding a tobacco leaf with the copy saying merely "Lucky Strike Means Fine Tobacco", with the first letter of each word underlined. Agency is Foote, Cone & Belding, New York.

Help Wanted Time

EIGHT sponsors are now using time on WFIL Philadelphia for "help wanted" messages. Spot campaigns, to continue indefinitely, have been placed by Pennsylvania Salt Co., L. H. Gilmer Co., Sears Roebuck, Philadelphia Transportation Co., Bayuk Co., Red Arrow Lines and the Precision Grinding Wheel Co. Eighth sponsor, the Sun Shipbuilding and Dry Dock Co., Chester, Pa., sponsors four studio programs weekly, solely for "help wanted" appeals.

FOR the second time, the Bridgeport plant of the General Electric Co. has been awarded the Army-Navy award for meritorious services on the production front, as announced by H. L. Andrews, vice-president of the appliance and merchandise division of the plant.

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
A HILTON HOTEL
ROBERT P. WILLIFORD, General Manager

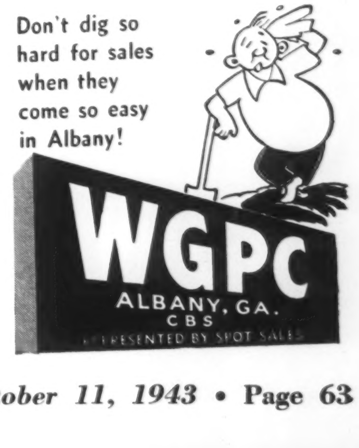
WCAR

Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York


Don't dig so hard for sales when they come so easy in Albany!
WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley
50,000 WATTS C B S
WCKY
THE L. B. Wilson STATION

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

Spot, Regional Plan of War Messages Gains Among Advertisers, OWI Reports

EVIDENCE of growing interest in spot and regional broadcasting of war messages, reflected in a large increase in the number of advertisers who have volunteered for greater participation in home front campaigns, was revealed last week by the OWI Radio Bureau.

This growth is shown in the addition of more than 150 commercial programs in recent months to the National Spot and Regional Network Allocation Plan of OWI, according to William F. Fairbanks, chief of the allocations section of the Bureau.

When the National Spot plan was put into operation about a year ago, Mr. Fairbanks pointed out, there were about 70 programs participating, each broadcasting on an average of 20 stations. At present, there are 220 programs under the plan, using an average of 10 stations each.

Restrictions Relaxed

A large part of the expansion resulted from a relaxation of OWI restrictions which formerly limited participation to programs broadcast in five or more cities. Any spot or regional network radio advertiser whose programs, live or transcribed, are five minutes or more in length and broadcast over stations in two or more cities may now be included under the plan.

Recently, Mr. Fairbanks explained, OWI conducted a survey to obtain names of advertisers using two, three or four stations. In letters sent to approximately 1,000 agencies OWI stated that many such advertisers had asked to participate in the National Spot plan.

From the information collected, OWI compiled a list of advertisers sponsoring spot and regional programs and formal invitations for participation in the allocation plan were sent out. As a result, more than 150 new sponsors have accepted and returns are still being received.

The National Spot and Regional Network Allocation Plan, it was explained, is a plan devised by the War Advertising Council to coordinate war messages on national spot and regional programs. As in the case of the Network Allocation Plan, sponsors are sent a fact sheet from which each program writer prepares the message in the way he believes will be the most effective on his particular program.

In some instances, the message is carried as a straight announcement at the opening, closing or middle of the program, while in others it is integrated into the dialogue, or handled as a song. The plan has proven one of the most interesting and effective of OWI's allocation plans, it was stated.

In its official schedule of war messages on radio programs for the current week (Oct. 11-17) under the National Spot and Regional Network Allocation Plan, 51 programs are listed, with names of sponsors, messages to be carried, and number of stations used, as follows:

NATIONAL SPOT (AND REGIONAL NETWORK)
ALLOCATION PLAN
(Week beginning Monday, October 11)
MESSAGE: LIVE SCHEDULE—HOLD PRICES DOWN

Advertiser	*Program*	*No. of Stations*
Broadcast Advertising Inc.	Marjorie Mills Hour	7
Broadcast Advertising Inc.	Yankee Kitchen	11
Burrus Mill and Elevator Co.	Norton McGiffin in the News	5
Burrus Mill and Elevator Co.	Burrus News Flashes	10
Campbell Cereal Company	Ten O'Clock Wire	30
Chattanooga Medicine Co.	Black-Draught, Cardui	27
Consolidated Cigar Co.	Frank Singiser News	3
Consolidated Products Co.	Semi-Solid Buttermilk Products	5
Duke Power Company	News and Musical Programs	11
First National Stores, Inc.	Food News	47
Foremost Dairies Co.	AP News	4
Foremost Dairies Co.	Baukhage	5
General Foods	Night Editor	6
Griffin Manufacturing Co.	Musical Clock & News	47
Jackson Brewing Co.	Jackson Program	23
Kellogg Company	Kellogg Rancher's Program	12
Mentholatum Company	Mentholatum News	2
Pacific Greyhound Lines	Romance of the Highways	30
Paxton & Gallagher Company	Butter Nut Coffee News Prog.	6
Penn Tobacco Company	Penn Spot News	9
Peter Paul, Inc.	Peter Paul Newscasts	23
Philadelphia, Dairy Prod. Co.	Dolly Madison Program	21
Planters Nut & Chocolate Co.	Planters Programs	25
Planters Nut & Chocolate Co.	Planters Programs (Newscasts)	9
Richfield Oil Corporation	Richfield Reporter	10
Spark-O-Life Company	Spark-O-Life Program	23
Savitt Jewelers	Savitt Musical Gems	2
Sterling Brewers, Inc.	Sterling News Show	--
Sterling Brewers, Inc.	World News	--
Stanback Company	Stanback Newscasts	13
Sunnyvale Packing Co.	Galen Drake	10
Terre Haute Brewing Co.	Eye Witness News	31
Terre Haute Brewing Co.	Newscast	2
Terre Haute Brewing Co.	Sportcast	10
Terre Haute Brewing Co.	Newscasts	9
The Texas Company	Texaco Star Reporter	7
Valley National Bank	Edwin M. Clough	3
Valley National Bank	World of News	2
Wasatch Oil Refining Co.	Arthur Gaeth News	4
Western Grocer Company	Jack Sprat News	5
Western W. Lee & Company	News Program	6
MESSAGE: TRANS. SCHEDULE—WAC RECRUITING		
American Snuff Company	Garrett's & Dental Snuff Varieties	26
The Anacin Company	Easy Aces	21
Calif. Prune & Apricot Growers	Newscast	6
Kroger Grocery & Baking Co.	Hearts in Harmony	21
Kroger Grocery & Baking Co.	Linda's First Love	27
SPECIAL		
Atlantic Refining Co. (Hold Prices Down, Stick to War Jobs)	Football Games	40
Dr. Hess and Clark (War Bonds)	Smilin' Ed McConnell	18
Gruen Watch Company (Overseas Xmas Mail)	Gruen Time Signals	--
Packard Manufacturing Co. (Hold Prices Down, Stick to War Jobs)	Indianapolis Amer. Baseball Games	1
Socony-Vacuum Oil Co. (Stick to War Jobs, Hold Prices Down)	Football Broadcasts	2

Omega Oil Extends

WITH EMPHASIS on war workers, Omega Chemical Co., Jersey City (Omega Oil liniment), starts a fall and winter campaign in October. Using mostly one-minute announcements from five to six times weekly 24-weeks, Omega will use WHEC Rochester, WAVE Louisville, WFBN Indianapolis, KMBC Kansas City, and KOA Denver. Firm has confined its advertising campaigns to the winter season until last summer, when a schedule directed to war workers, was maintained through the warm months. Agency is Cecil & Presbrey, New York.

No Riders

REFUSING to accept "hitch-hike" or "cowcatcher" announcements, KSTP believes it is the first station to go on record in print against these radio "parasites". The Minneapolis-St. Paul station has issued a new rate card, effective Nov. 1, stating its refusal, applying to all local and spot business. Rule does not apply to the NBC shows carried by the KSTP outlet.

Publishers Radio Session

PUBLISHERS Ad Club meeting, Oct. 14, at Town Hall, New York, will be a Radio Clinic, with Albert Rice Leventhal, sales manager of Simon & Schuster, speaking on his company's experiences with selling books via radio, and Adelaide Hawley, WABC New York commentator, discussing authors as radio guest personalities.

Equipment Order Revised by WPB

P-133 Now Exclusive Authority for All Station Supplies

REVISING Preference Rating Order P-133, the War Production Board last week made it the exclusive controlling authority for the obtaining of maintenance, repair and operating supplies for radio broadcasting and communication. At the same time, CMP Regulations 5 and 5A, governing expenditures up to $500 for capital equipment under the MRO rating, were rescinded so far as broadcasting and radio communication are concerned.

The amended order continues the use of the AA-1 preference rating and the MRO allotment symbol by persons engaged in radio communications, and AA-2 and the MRO symbol by persons in radio broadcasting, for obtaining maintenance, repair and operating supplies.

Formerly the two services were on an equal footing (AA-2X) but radio communications received a higher rating on July 10, when it was given AA-1. It is understood that police radio is included in the scope of "communications".

What is believed will be a sore point to many broadcasters is that the exclusion of "capital replacements" from the benefits of the order apparently rules out the possibility of obtaining turntables, which are reported to be greatly needed by some stations, especially those with manpower problems. In general, there is a critical attitude toward giving radio communications people a higher rating for supplies than broadcasters.

AA-5 For Recording

An AA-5 rating, without the MRO symbol, is assigned specifically for the business of sound recording for commercial, educational and industrial purposes, and for the operation and maintenance of public address, intercommunication, plant sound and similar electronic systems, including systems for the controlled distribution of music. Previously, P-133 had given an AA-2X rating for maintenance, repair and operating supplies for commercial sound recording, although this was superseded in CMP Orders 5 and 5A. An effect of this change is that glass base recording discs will continue to be obtained by broadcasters under their AA-2 rating, if used for broadcast purposes. If the discs are to be used for sound recording other than for broadcasting, the AA-5 rating applies. WPB officials indicated that steps will be taken to insure a supply of the discs on orders bearing the lower rating.

Exempted from the necessity of obtaining special authorization for expanding existing facilities and equipment (not buildings), to the extent of $1,500 for any one project, are international commercial point-to-point radio communication carriers. Radio & Radar Division, WPB, said the exemption was made because these services are engaged in important activities having a direct bearing on the war effort.

An innovation in the revised order is the fact that it is one of the first to be written in simplified English, rather than in the legalistic terms characteristic of earlier WPB orders.

Language Criticized

The new rhetorical style, however, is considered by some readers to have faults of ambiguity and indefiniteness. An example cited is the paragraph on tube replacement which reads: "No person shall use these ratings or allotment symbol: (1) To buy or repair a tube unless a similar tube has first been operated to failure, or unless he has in stock less than one new and one rebuilt, or two rebuilt spare tubes for each active tube socket." What this means, a WPB spokesman told BROADCASTING, is that the broadcaster may carry up to two spares per working socket, only one of these spares being a new tube.

Another such instance which has been criticised is paragraph (e) (7) which refers to restrictions on the obtaining of aluminum. The restriction does not apply to purchase of finished items of equipment which contain aluminum, it is understood.

In this connection, a WPB spokesman directed attention to a provision (not new) which states that ratings are not to be used to increase the value of spare parts carried in inventory above the level of Oct. 5, 1942. In other words, if a broadcaster did not consider it necessary to carry certain parts in stock then, he should not do so today.

Service repair shops doing maintenance and repair work for persons engaged in radio communication may use the ratings and symbol of a customer to get materials and parts for such work, and are restricted in the same manner as their customer.

The order further states that "the customer shall be responsible if they are violated." It is believed that this provision is certain to arouse objection.

In another provision, the War Emergency Radio Serevice, amateur operators' group under the Office of Civilian Defense, is prevented from obtaining supplies by use of the ratings. At the same time, a change in another order, L-265, was announced, making it possible for members of the WERS to make or transfer electronic equipment among themselves for civilian defense emergency purposes.

AVIATION DEVICES USING 46 OUTLETS

PREPARED with the cooperation of the War and Navy departments, *Prelude to Victory*, a transcribed quarter-hour program, starts on 46 key stations Oct. 11 under sponsorship of Link Aviation Devices Inc., Binghamton, N. Y., manufacturer of the Link trainer, only instrument of its kind used by U. S. military forces in the training of pilots.

An institutional series tying in with war effort, the program dramatizes epic flights in the history of aviation. It will be heard once weekly for 10 weeks. Invitations to listen to the series have been set to aviation executives, school boards, industrial officials and other groups with a complete list of stations and broadcast time. Agency is Crazen & Hedrick, New York. Station list follows:

WEAF WICC WNBC WBZ WGY WNBF WHEC WBEN KYW WOL WBAL KDKA WBIG WCOS WJDX WJAX WDBO WFLA WKAT WCOA WMAQ WRJ WTAM WBNS WLW WFBM WING WCCO KMBC KFH KMOX WSMB WMPS WSM WSFA WFAA MOAL KVOO WOW WKY KOB KVOR WFI KFSD KPO KOMO.

Block of Tubes Freed For Use by Civilians

STEP toward relieving the civilian radio receiver tube shortage was taken late last week when the WPB Radio & Radar Division, announced release for domestic sale of 576,613 broadcast receiver tubes which had been held for export by the Phillips Export Corp., of P.O. Box 69, Grand Central Annex, New York. The tubes are of the types generally used in civilian sets in the U. S. Their release was okayed by the Domestic & Foreign branch of the Radio Division, which has concluded that the number of replacement tubes available for home receivers is below normal needs.

Announcement followed conferences which Arthur Whiteside, WPB vice-chairman for Civilian Requirements, held last week with officials of the government and of NAB.

George MacDonald

GEORGE MACDONALD, first member of the staff of WCOP Boston to enter the Armed Forces, last week was reported killed during a trial flight in a plane which crashed at Pensacola, Fla. MacDonald, a control engineer, was inducted February 1942 and was a technical sergeant in radio aviation.

Ed L. Keen

ED L. KEEN, 73, head of United Press European activities for nearly 30 years, died suddenly in New York Oct. 7. Mr. Keen had been in semi-retirement since his return from Europe four years ago.

Batteries for WERS

ACQUIRING more than 100,000 overage radio batteries from dealers' shelves throughout the country, the Office of Civilian Defense is turning them over to amateur operators whose stations have been enlisted in the civilian War Emergency Radio Service. Members of WERS have no priority status for procurement of equipment, and the out-dated batteries may be of help to some of them in maintaining their two-way communication for war service. Varying in serviceability, the batteries are of 26 types, ranging from 1½ to 162 volts.

PROSPEROUS

Factory and Farm Audience

WDZ's "Directional Programming" for 22 years has been aimed *exclusively* at the masses who work with their hands. That's why WDZ's audience today is nearly 100% farm and factory workers and their families . . . the most prosperous spending groups today. And they respond *generously* to WDZ's "selling".

Because WDZ's audience includes the classes of people that make up 70% of the total buying market, many national advertisers and agencies use our station as a test market for their national advertising.

We'll be glad to supply you with eye-opening examples of WDZ's "pulling power". Write—

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle

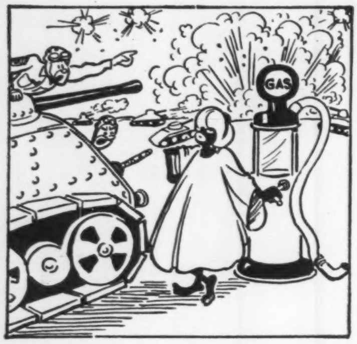
WDZ 1000 WATTS TUSCOLA, ILLINOIS

The TEXAS RANGERS now

Selling Participations on KXEL Waterloo, Ia.

. . . also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.



"No ration book? WFDF Flint Michigan says it's black marketing."

20 Years
OF LEADERSHIP
W 590 K.C.
BASIC NBC
5000 WATTS W
OMAHA+
333 COUNTIES
JOHN J. GILLIN, JR., PRES. JOHN BLAIR & CO., REP.

SPOTLIGHT
IDAHO'S
RICH FARMLAND
WITH
KTFI
TWIN FALLS, IDAHO
—PULSE OF THE
MAGIC VALLEY—

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

ABOUT BOUTS
Don Dunphy Lists 10 Rules For Airing Fights

DON DUNPHY, who does play-by-play descriptions of boxing bouts on Mutual under Gillette Safety Razor sponsorship, has ten rules for broadcasting a fight:

Don't take your eyes off the action even for a moment.

Keep up with the action, but don't anticipate punches.

Be impartial, regardless of race, color or creed of fighters.

Keep listener informed as to how much time is left in each round, particularly after a knockdown.

Try to see the fighters in their pre-fight training.

Don't form an opinion beforehand as to who you think will win.

Don't be swayed by the crowd's cheering. Call the fight as you see it.

You are the listener's eyes, so try to make it easy for him to see through your words exactly what is happening.

Be calm at all times, regardless of how exciting the action may get.

Work hard, whether the bout be for the world's championship or just a run-of-the-mill fight.

Piracy Suit Goes On

MOTION for dismissal of two causes in a seven-cause $175,000 damage suit against NBC and H. Leopold Spitalny, musical director, was denied attorneys for the defendants by New York Federal Judge Alfred C. Coxe. The two causes were against Spitalny, who is charged by Carmen Delfin, composer, with converting two songs which she composed. The plaintiff seeks, among other damages, $25,000 for her services rendered at the request of NBC, and $50,000 for alleged piracy.

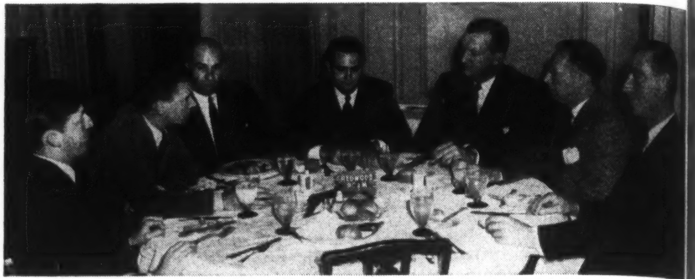
Tune Decision Reserved

JUDGE ERNEST HAMMER in New York Supreme Court has reserved decision on the suit for $100,000 damages brought by Edwin H. Morris and Mayfair Music Corp. against American Tobacco Co. in which the music publishers demand that the CBS program for Lucky Strikes' *Hit Parade* be taken off the air or at least be compelled to use an "accurate" means of selecting the top tunes of the week. The Judge also reserved decision on American Tobacco's request for a dismissal of the Morris-Mayfair complaint.

National Safety Congress

TEN network broadcasts originating out of Chicago outlets of NBC MBS CBS and the BLUE, and 20 local programs on Chicago stations WJJD WAIT WLS WBEZ and WCFL were presented last week in connection with the 32nd National Safety Congress in Chicago Oct. 5-7, as further evidence of radio's cooperation in war drives. Robert A. Lovette, assistant secretary of war gave an address on MBS Wednesday night, and Col. John Stilwell, president of the Congress, cited the BLUE network for its contribution to safety through the broadcast series *Men, Machines and Victory.*

JACK CARSON, of the CBS *Jack Carson Show*, has been given star rating by Warner Bros. for whom he has appeared in 13 pictures in three years.



TIME OUT for luncheon at the BLUE affiliates meeting in San Francisco saw this session of network and station officials (l to r): Kevin Sweeny, sales promotion manager, BLUE Western Division; John H. Norton, station relations manager, New York; Gene Grant, BLUE network sales, San Francisco; Leo Ricketts, general manager of KFBK San Francisco; Milton Samuel, head of publicity, BLUE Western Division; Lou Kroeck, manager KTMS Santa Barbara.

Rep. Lea Explains Position on Probe Of Special Committee on FCC Activity

FOLLOWING is the full text of the statement issued by Rep. Clarence F. Lea (D-Cal.) upon his appointment Oct. 4 by Speaker Sam Rayburn as chairman of the house Select Committee to investigate the FCC:

The FCC is an agency of Congress. It was created by authority of that provision of the Constitution which makes it the duty of the Congress to regulate interstate commerce.

It is selected to perform a Congressional function.

The duties of this Commission, like many other functions committed to Congress by the Constitution, must be performed by administrative personnel appointed by the Executive department. Congress is nevertheless responsible, but cannot perform the detailed administrative functions of such agencies. The responsibility of this agency, however, is primarily to the Congress.

To Be Impersonal

Congress is entirely within its rights in investigating the manner in which this or any other of its agencies performs its functions.

The resolution adopted by Congress providing for the investigation of the FCC directed this Committee to conduct a study and investigation of three phases of this Commission in particular. This resolution made it the duty of this Committee to go into the question of the organization of the Commission, its personnel, and its activities, with a view of determining whether or not the Commission, in its organization, in the selection of its personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and in the public interest.

I will expect that, with a concurrence of the other members of this Committee, we will give the answers which Congress has thus made our responsibility. I trust that the investigation will not rest on a plane of personal controversy, but rather on the *important* question as to whether or *not*, this agency and its personnel have been and are now properly performing their duties, their public duties, to the country.

We should measure all of the activities of the Commission, and its personnel, from the standpoint of their duty to the nation as measured by the law by which their duties are defined. In other words, a broad public interest is involved in this Commission and its activities, and the work of the Commission must be measured from that standpoint.

The Interstate & Foreign Commerce Committee, of which I am Chairman, has jurisdiction over legislation affecting this Commission. I trust that the investigation may provide constructive information to aid the work of our Committee.

I have not followed the details of the investigation so far conducted. So I must first bring myself up to date as to what has been done in the investigation and then, in cooperation with the Committee, proceed to its completion.

RADIO Club of America inaugurates its fall season with a paper on "Considerations in the Application of Cathode-Ray Tubes in Equipment", by Dr. P. S. Christaldi, chief engineer, and I. E. Lempert, cathode-ray tube engineer, of Allen B. Du Mont Laboratories. Meeting is on Oct. 14 8 p. m. at Havemeyer Hall, Columbia U.

Engineer's Holiday

HELPING HOMEFRONT morale is engineer Nephi Sorenson's idea of a vacation. The KDYL Salt Lake City radioman had a vacation and no place to go, what with gas rationing and no tires. So Sorenson decided to contribute his radio knowledge to the war effort. He repaired over 200 radio sets, out of order because of lack of men or shops to fix them. The best part of the story is that he didn't charge one penny.

WLS HARVESTS VICTORY GARDEN

Staff Now Canning Produce from 5-Acre Farm Worked by Station Members

VICTORY VEGETABLES are the boast of WLS Chicago, whose staff planted, harvested and are now canning vegetables grown on a five acre plot twenty miles from Chicago.

One snowy afternoon last winter, Ted Morse, member of WLS orchestra and a character of the *National Barn Dance*, suggested, "Why don't all of us couple our efforts and start a Victory Garden?" The idea caught on and within a few days, 50 staff members had signed a pledge to take part. The group, including station executives, entertainers, writers, announcers, producers, secretaries and office help, chose Ted Morse as chairman.

Morse explained the plan to Burridge D. Butler, president of the Prairie Farmer-WLS, who offered part of his farm "Burr-Ridge" to the gardeners. "Burr-Ridge" is twenty miles from WLS studios, so the staff bought a ten-year old "Victory vehicle" for transportation. The gardeners were divided into five teams—ten to an outfit and a captain for each unit.

A tractor driven by Arkie, the Arkansas Woodchopper, and Doc Hopkins, Barn Dance talent plowed the land. The crop was sweet corn, tomatoes, lima beans, string beans, onions, cabbage and other staples in smaller quantities. August and September were harvest months, and each night the gardeners brought the produce to the station and canned it under station's home economics experts. Yield was 1000 cans of beans, 2000 cans tomatoes, 1500 cans corn, and a large number of the other products. Staff members are already planning next year's crops.

Cook, Templeton, can crops.

Studio Notes

KRGV Weslaco, Tex., recently aired an exchange of good neighbor talks by Gov. Magdalena Aguilar of the state of Tamaulipas, Mexico, and Gov. Coke H. Stevenson of Texas from the Third Annual Agriculture and Industrial Exposition of Victoria, Tamaulipas, Mexico. Program was sponsored by C. R. Anthony Stores, an NBC and regional KRGV advertiser. Chief engineer Lewis Hartwig supervised the Victoria-Weslaco hookup and Bob Stephenson, staff announcer, was m.c.

ASSOCIATED MUSIC PUBLISHERS INC., New York, has signed new licensing agreements with WJAG WIBC and WPAY. Agreements between AMP and the following stations have been extended for additional periods: KABR KCKN KDLR KFI KOMA KWNO KYA WAGE WBNX WCBM WDAF WIOD WJBK WOL WPTF WQXR WRVA WSBA WWRL.

SCHOOL PROGRAMS on WSAI Cincinnati, formerly *Cincinnati Schools* have changed to the new title *For a Better World*. New time for the broadcasts is Thursday, 6:45 p.m. (CWT) instead of Tuesday.

MALCOLM NEILL, assistant station relations supervisor of the Canadian Broadcasting Corp., Toronto, won the annual CBC golf tournament at the Cedarbrae Golf Club, Toronto, Sept. 27.

25th ANNUAL American Legion Convention held at Omaha Sept. 21-23, was covered by KBON Omaha and the Mutual Network. KBON production manager and special events director Dick McCann handled the announcing, and Richard Wlna was engineer.

KPRO Riverside, Cal., has acquired the special AP radio wire from Press Assn.

ENLARGED promotion and publicity department of KDYL Salt Lake City has been moved into the KDYL Radio Playhouse which allows more room for expansion.

WJPR Greenville, Miss., became a Mutual affiliate Oct. 1. WJPR operates 7-11, broadcasting programs of local and regional interest in addition to network features.

WIOD Miami broadcast a simulated rescue by the Navy of two survivors on a life raft to promote the Dade County War Bond drive. Pickups were made from the raft, where announcer Jack Ellsworth had a shortwave pack strapped to his back, from a Navy blimp, which sighted the raft, and from a PT boat which sped to the "rescue".

KLZ Denver has completed negotiations with the U. of Denver athletic department for the exclusive broadcast of all of the Denver day-light home games. Station is also broadcasting the luncheon meetings of the U. of Denver Quarterback Club.

SPECIAL EVENTERS of WCOA Pensacola got a break last week when a $100,000 fire occurred across the street from the studios. Jim Hendrix, WCOA special events specialist, set up a mike on the station's balcony and aired two on-the-spot descriptions.

CHSJ St. John, N. B., will go on Atlantic Standard Time on Oct. 30.

WIBG PHILADELPHIA has revised its daily news schedules and five minute news bulletins every hour on the hour have been added, augmenting the numerous quarter-hour newscasts spotted during the day. A total of 17 news periods are broadcast daily.

WAOV Vincennes, Ind., has renewed the lease on the location of its studios in the Grand Hotel, Vincennes.

Book Tells of Radio's Use In Lewiston, Ida. Schools

LINKING education with radio has been the ten year campaign carried out by Lola Berry, M.A., in the schools of Lewiston, Idaho. She has just had published a book telling of its success, *Radio Development in a Small City School System*, a Nelson Memorial Library volume, published by Meador Publishing Co., Boston. ($1.50)

The book tells how radio has been used as an educational tool "to build poise within individual students, to create life interests, and to make the High School more definitely a part of the community life". Miss Berry writes of the radio workshop she established in the public schools of Lewiston, how her plan was financed, and the student participation in all lines of radio activity. Throughout the experiment, KRLC Lewiston gave its full cooperation.

Toronto Meeting

FIRST ANNUAL production meeting of stations operated in Ontario and Quebec by Northern Broadcasting & Publishing Ltd., was held at Toronto, Ont., under chairmanship of Jack K. Cooke, general manager. Included in the sessions, which dealt mainly with program production and engineering problems, was a session with the Palmer School of Radio Salesmanship, held at Toronto Sept. 27. Attending the production meeting were program directors Harrison Flint, CKGB Timmins; Martin Filburt, CJKL Kirkland Lake; Albert Aube, CKRN Rouyn; Phil Clayton, CFCH North Bay; Don Insley, CHEX Peterborough; Chas. Miller, CKWS Kingston; and chief engineer of the company, Geo McCurdy, CKWS.

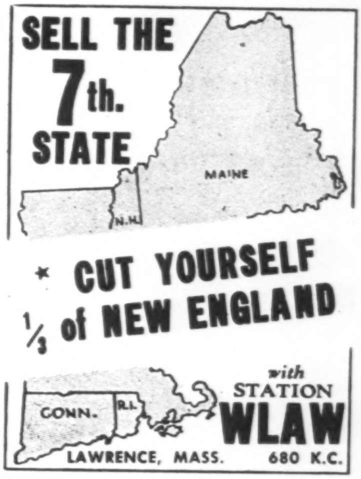
Spots for Canvassers

TO SECURE more agents to sell its line of men shoes, Mason Shoe Mfg. Co., Chippewa Falls, Wis., through its newly-appointed agency Huber Hoge & Sons, New York, is using five-minute transcriptions six times weekly in a test campaign on KSFO WMEX WPIC WSBA. Ordinarily doing a million dollars worth of business through its agents, firm has lost many, according to the agency. Drive started in mid-September.

Sanka Cancels

SPOT CAMPAIGN planned by General Foods Corp., New York, to run in special markets this winter for Sanka coffee has been cancelled because of Government curtailment of the chemical used in Sanka to de-caffeinate it. The product is already promoted on *The Adventures of the Thin Man* on CBS, and receives half of the commercials on the *Kate Smith Hour*, also on CBS. Agency is Young & Rubicam, New York.

WOR New York, moved Bessie Beatty and Alfred W. McCann *Pure Food Hour* programs to more convenient morning hours. McCann was moved from 10-10:30 a.m. to 9:30-10 a.m., effective Oct. 4. Bessie Beatty will be heard an hour earlier than her former time of 11:15 a.m.



SELL THE 7th. STATE

* CUT YOURSELF 1/3 of NEW ENGLAND
with STATION WLAW
LAWRENCE, MASS. 680 K.C.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by EDWARD PETRY & CO., Inc.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 2 TO OCTOBER 8 INCLUSIVE

Decisions . . .

OCTOBER 4

CBS New York—dismissed without prejudice at request of applicant, applications of WCDA WCRC WCBX for mod. license to add frequency 9480 kc.

OCTOBER 5

WTMC Ocala, Fla.—Granted CP to increase power 100 to 250 w, change transmitter.

KWFT Wichita Falls, Tex.—Granted consent to assignment of license from Wichita Broadcasting Co., licensee, a corporation, to a partnership of the stockholders of the present corporation.

WSAV Savannah—Granted transfer control of WSAV Inc.. licensee of WSAV, from E. E. Murrey Sr. to Harben Daniel and Catherine Murrey Daniel. No money involved.

WCAP Asbury Park, N. J.—Granted CP for equipment to replace equipment destroyed by fire April 28, 1943; conditions.

WINS New York—Granted mod. CP to change 1000 to 1010 kc, make changes in DA.

KQW San Jose—Designated for hearing application for mod. licenses to move main studio to San Francisco.

Washtenaw Broadcasting Co., Ann Arbor—Denied petition for reinstatement of application for new station on 1050 kc, 1 kw, D only.

Rock Island Broadcasting Co., Rock Island, Ill.—Placed in pending files, pursuant to policy adopted Feb. 23, 1943, application for new FM station on 44,500 kc.

OCTOBER 6

WCLE Cleveland—Granted motion to dismiss without prejudice application to operate on 640 kc, 500 w, limited.

WHKC Columbus, O.—Same for CP to operate on 610 kc 1 kw, DA-N, unlimited.

Adopted proposel findings denying Black Hills Broadcast Co. (KOBH), Rapid City, S. D., CP for new transmitting equipment, change transmitter location. DA-D-N, change 1400 to 610 kc, increase 250 w to 5 kw, unlimited.

OCTOBER 7

W9XBK Chicago — Granted license to cover CP for new experimental television station; 60 000-66,000 kc; 2 KW-Aural, 4 KW visual power.

W49D Detroit—Granted extension special temp. authority operate 10-kw transmitter on 44,900 kc, temp. antenna, to Dec. 7, 1943, pending action on application for license to cover CP in part.

OCTOBER 8

WSJS Winston-Salem—Dismissed with out prejudice application for license to use present transmitter as auxiliary transmitter with 250 w.

Applications . . .

OCTOBER 2

Chattahoochee Broadcasting Co., Columbus, Ga.— CP for new standard broadcast station on 1450 kc, 250 w, unlimited (petition filed in accordance with FCC release of Aug. 11, 1943).

WJOB Hammond, Ind.—License cover CP authorizing type transmitter, power increase.

KMLB Monroe, La.—CP for new transmitter.

OCTOBER 4

WSAY Rochester, N. Y.—Mod. CP to change frequency, increase power, install DA-D-N, etc., extend completion date to Feb. 1, 1944.

KVAK Atchison, Kan.—CP for changes in equipment, increase power to 250 w.

Miami Valley Broadcasting Corp., Dayton—CP for new FM station on 46,100 kc or other available frequency, with service area of 7,750 sq. mi.

OCTOBER 5

Matheson Radio Co., Boston—CP for new FM station on 46,100 kc, coverage 3,600 sq. mi.

WNAX Yankton, S. D.—License to cover CP for power increase, DA for N use.

KPQ Wenatchee, Wash.—Extension special service authorization operate on 560 kc, 500 w N, 1 kw D, unlimited, to Feb. 1, 1944.

KBKR Baker, Ore.—Transfer control of Baker Broadcasting Co., licensed from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs (170 shares).

OCTOBER 6

KMPC Beverly Hills—Mod. license to move main studio to 5939 Sunset Blvd., Los Angeles.

OCTOBER 8

WQAM Miami—License to cover CP for new transmitter, power increase.

KFAC Los Angeles—Cp to move transmitter locally, install new antenna.

Tentative Calendar . . .

WFTL Ft. Lauderdale, Fla.—Consolidated hearing on application for voluntary assignment of CP and license to Fort Industry Co., application of Ralph A. Horton for license to cover CP, application of Fort Industry Co. to move main studio from Fort Lauderdale to Miami, Fla., contingent on granting of license assignment (Oct. 11).

IN THE PACIFIC
his job will be easier
if you back him up
with war bonds.

★

in
St. Louis
your job will
be easier after
a good night's
rest at . . .

HOTEL
Lennox

DOWNTOWN LOCATION . . . NOISE-PROOFED ROOMS . . . FROM $3.00

Network Accounts

All time Eastern Wartime unless indicated

New Business

TEXAS Co., New York (Texaco products), on Nov. 27 starts *Metropolitan Opera* broadcasts on 168 BLUE stations, Sat. ,2 p.m. to end of opera. Agency: Buchanan & Co., N. Y.

PRINCE MATCHABELLI Inc., New York (Stradivari perfumes). on Oct. 17 starts *Stradivari Orchestra under the direction of Paul Lavalle* on about 40 NBC stations, Sun., 12:30-1 p.m. Agency: Morse International, N. Y.

E. R. SQUIBB & SONS, New York (institutional), on Oct. 11 starts *To Your Good Health* on 120 CBS stations, Mon., Wed., & Fri., 6:15-6:30 p.m. Agency: BBDO, N. Y.

BORDEN Co. Ltd., Toronto (milk and ice cream) on Oct. 7 started *Borden's Canadian Cavalcade* on CFRB CKCO CHML CFCO CKNX CHEX CFLC CJIC Thurs. 9:30-10 p.m. and delayed on CFPL CKLW. Agency: Young & Rubicam, Toronto.

STANDARD OIL Co. of Cal., San Francisco (petroleum products), on Nov. 1 for 52 weeks *Lowell Thomas* on 13 Pacific Coast BLUE stations, Mon. thru Fri., 9:30-9:45 p.m. Agency: BBDO, Los Angeles.

P. DUFF & SONS Inc., Pittsburgh (gingerbread, waffle mix) on Sept. 29 started for 26 weeks *Galen Drake* on 8 CBS Pacific stations, Tues., Thurs., 5-5:15 p.m. (PWT). Agency: W. Earl Bothwell, Adv., Pittsburgh.

DR. FLOYD B. JOHNSON. Los Angeles (religious), on Oct. 17 starts for 52 weeks transcribed version of *Dr. Floyd B. Johnson* on 17 Don Lee Wash. & Ore. stations, Sun., 12:30-1 p.m. (PWT). Agency: Broadcast Adv., Los Angeles.

RADIO MANUFACTURERS ASSOCIATION, Toronto (receivers and tubes), on Oct. 22 starts French version of *Yesterday, Today, Tomorrow. Romance of Radio* on 10 Canadian Broadcasting Corp. French stations, Fri. 9:30-9:45 p.m. Agency: MacLaren Adv. Co., Toronto.

LAMONT CORLISS & Co., Toronto (Pond's beauty products) on Oct. 6 started *Ceux qu'on Aime* on CKAC Montreal and CHRC Quebec, Wed. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Renewal Accounts

STUDEBAKER SALES Corp., South Bend, Ind. (institutional), on Oct. 1 renewed for 13 weeks *Norman Nesbitt News* on 34 Don Lee Pacific stations, Mon.. thru Sat., 5:45-6 p.m. (PWT). Agency: Roche, Williams & Cunnyngham, Chicago.

NESBITT FRUIT PRODUCTS. Los Angeles (beverages), on Nov. 10 renews for 21 weeks *Fulton Lewis jr.* on 3 Don Lee Cal. stations (KHJ KFRC KGB), Tues., Thurs., 9:45-10 p.m. (PWT). Agency: M. H. Kelso & Co., Los Angeles.

GOTHAM HOSIERY Co., New York (stockings), on Oct. 5 resumes *Strictly Personal* on some 85 MBS stations, Tues. and Thurs., 11:55 a.m.-12 noon. Agency: Sterling Adv., N .Y.

CONTI PRODUCTS, New York, on Nov. 18 resumes *Treasure Hour of Song* on 17 Mutual stations, Thurs., 9:30-10 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

DR. LOUIS TALBOT. Los Angeles (religious), on Oct. 18 renews for 26 weeks and expands *Bible Institute* on 16 Don Lee Cal. stations to 34 Don Lee Pacific stations and shifts from Mon., thru Fri., 11-11:30 a.m. (PWT). to Mon., Wed., Fri., 8-8:30 a.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.

AMERICAN HOME PRODUCTS Inc., Jersey City (Anacin, Kolynos). on Oct. 27 renews *Mr. Keen, Tracer of Lost Persons* on 51 CBS stations. Wed., Thurs., and Fri., 7:45-8 p.m., and *Easy Aces* on 50 CBS stations, 7:30-7:45 p.m., Wed., Thurs., and Fri. Agency: Blackett-Sample-Hummert, Chicago.

PET MILK Co., St. Louis (Pet evaporated milk), on Oct. 9 renews *Saturday Night Serenade* on 65 CBS stations, Sat.. 9:45-10:15 p.m. Agency: Gardner Adv., St. Louis.

TEXAS Co., New York ("Texaco" products), on Oct. 3 renewed *Texaco Star Theatre* on 116 CBS stations, Sun., 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

Network Changes

COLGATE-PALMOLIVE-PEET, Toronto (Cashmere Bouquet), on Oct. 8 replaces *Penny's Diary* with *Cashmere Bouquet Musical Mailbag* on 33 Canadian Broadcasting Corp. stations, Fri. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

REVLON PRODUCTS Corp., New York (lipstick, nail polish, powder), on Oct. 17 shifts *Revlon Revue* from Thurs., 10:30-11 p.m. to Sun., 10-10:30 p.m., at the same time adding from 15 to 20 stations making a total of 78-83 BLUE stations. Agency: William H. Weintraub & Co., N. Y.

LAMONT, CORLISS & Co., New York (Pond's cold cream), on Oct. 2 shifted *Eleanor King—Beauty Talks* on 8 CBS Pacific stations from Sun., 9-9:15 p.m. (PWT), to Sat., 6:30-6:45 p.m. (PWT). Agency: J. Walter Thompson Co., N. Y.

in the CONTROL ROOM

WILLIAM B. LODGE, associate director of the Airborne Instruments Laboratory of Columbia U.S. Division of War Research, has returned to the general engineering department of CBS, but will divide his time between the network and the laboratory for the present. During the current leave of absence of E. K. Cohan. CBS director of engineering, Mr. Lodge will supervise the operations of the CBS general engineering department.

EUGENE YOUNG has joined WLW-WSAI Cincinnati as studio engineer.

GEORGE H. DANKS, control room engineer of WTHT Hartford. Conn., is the father of a 7 lb. 7 oz. girl born Sept. 18.

VERNON NUNN and William Green, engineers, have joined WINN Louisville.

PAUL PROKES, formerly of WGN Chicago, has joined WIND Gary as an engineer.

FRANK FINNEY, who recently received his honorable discharge from the army after engaging in the North African campaign, has returned to WBBM Chicago as engineer.

JOHN STIEHL. chief engineer of WHA Madison. Wis., is the father of a boy.

RICHARD CONNELL has been transferred from the engineering department of WOR New York, to the station's recording department.

ALLAN KOENIG, engineer of WQXR New York, is the father of a girl.

DALE SHIMP, who recently received a medical discharge from the Army, has joined the engineering staff of WLS Chicago.

EDDIE SCHRAMM, engaged in radio engineering, research and servicing since 1923, has joined Clarostat Mfg. Co., Brooklyn, as purchasing agent.

LEROY OLLIGER, sound effects technician of WGN Chicago, is the father of a girl born Sept. 10.

SIDNEY BRECKNER, former sound effects engineer of WJR Detroit, has joined CBS Hollywood in a similar capacity. Additions to the junior sound effects engineering personnel are David B. Barskin and Ralph Cummings. Barbara Meyer, first senior sound effects engineer at CBS Hollywood, has resigned.

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CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

ARE YOU TOP MAN—In announcing-production, no floater yet interested genuine opportunity? Two national networks and active local programming require immediate addition. Permanent, exceptional future. Ideal working conditions, finest equipment. 40 hour week, talent possibilities. Eastern, under 100,000 pop. State minimum salary requirement, full details including recording. Box 394, BROADCASTING.

ommercial Manager—250 watt Mutual Northeast wants self-starting type man. Must have successes elsewhere. Not a boom town, but good steady market. Desirable living conditions. Substantial proposition. Write Box 368, BROADCASTING.

Chief Engineer—250 watt mid-western network station. Excellent future for right man. Box 367, BROADCASTING.

NNOUNCER—Must read news and heavy commercial shift. Starting salary $35.00 week. Give full details first letter. KBIZ Ottumwa, Iowa.

PROGRAM DIRECTOR — Fully experienced take complete charge 250 W midwest local. State all, draft, experience, salary, etc., Box 369, BROADCASTING.

nnouncer—For Cleared channel kilowatt station. KLCN Blytheville, Arkansas. A job with a future. Wire Harold Sudbury, Manager.

anted—Station Manager for 5 kilowatt Columbia outlet in thriving eastern community. Man desired must have thorough knowledge of operations and also distinct flair for sales. Excellent future. Proposition flexible. Write Box 371, BROADCASTING.

NNOUNCER—Aggressive 5 k.w. eastern network affiliate has opening on announcing staff. Unexcelled working conditions, opportunities extra commercial fees. Experience, character, dependability prime requisites. Write qualifications, salary expected. other details to Box 376, BROADCASTING.

PRODUCTION ASSISTANT & WRITER—Need experienced man capable handling writing and some production musical, dramatic, public service programs. Excellent opportunity right man in eastern network station with finest equipment. Write to Box 377, BROADCASTING.

NNOUNCER-ENGINEER — With first-class license. Permanent job for reliable, sober man; no other need reply. WMJM, Cordele, Georgia.

CCOUNT EXECUTIVE AND MERCHANDISING MANAGER—We are planning not only for present but post war. For this man a 5 k.w. CBS affiliate in middlewest offers a splendid opportunity. Qualifications: Married, draft exempt, sober, reliable, 5 years radio background, knowledge of department store sales and merchandising necessary. Send full particulars including age and photograph if possible. Box 382, BROADCASTING.

UNIOR ANNOUNCER—Desired. Texas Station. Send all details. Box 383, BROADCASTING.

NNOUNCER — Experience preferred; well-recommended radio school graduate considered; by New England network affiliate. $35 per week. Tell all in first letter. Box 385, BROADCASTING.

ontrol Engineer — Experienced. Permanent position. Not draft replacement. Ideal conditions. Box 387, BROADCASTING.

nnouncer—Permanent position with 5 kw, regional network station for draft deferred, experienced man. Box 388, BROADCASTING.

raft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 389, BROADCASTING.

Help Wanted (Cont'd)

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status. Reference, transcription.

Need Immediately—News desk and rewrite man. State experience, salary and draft status. Also need news announcer. Iowa Broadcasting Company, Des Moines 4, Iowa.

Wanted—Chief engineer, either man or woman, with first class radio telephone license for progressive Southern station. Please give full details in first letter. Box 390, BROADCASTING.

Wanted—First, Second, or Third Class Class Operator immediately. Give complete details first letter. Box 391, BROADCASTINK.

Wanted—Announcer with or without experience. Give complete details in first letter. Box 392, BROADCASTING.

Situations Wanted

Announcer - Newscaster - Disc Jockey - Programs—Desires midwest location or deep south. $50 minimum. Available Oct. 22. Transcription. Bill Dillner, WEDC Chicago, Illinois.

CHIEF ENGINEER—16 years experience. Capable installations, maintenance, field measurements. FCC reports, tax inventories, applications. Accustomed full responsibility equipment and technical staff. Economical results. Now engaged important government work, available January. Salary $400. Previous employers' references. Box 370, BROADCASTING.

Available Immediately—Hammond organist, with or without own organ. Radio Musical Director experience. Age 26, 4F, union. Address Box 373, BROADCASTING.

Program Director—7 years at midwest locals and regional desires permanent position with opportunity to develop long-time programming for community. Married, deferred. Experienced in training announcers. Broad background in music, production, news, continuity. Now employed. Box 374, BROADCASTING.

Inexperienced Announcer—Desires connection. Resonant baritone melodious voice that will intrigue and hold the listener. Box 375, BROADCASTING.

Engineer Third Class—18 months experience in local station. Salary open. Draft exempt. Box 378, BROADCASTING.

Young Woman—Desires position as announcer, newscaster and writer. Experience includes two years in England part-time writing for London Daily Mirror. Broadcasting thus far confined to free lance work, but regular position now desired. Will gladly send transcription and usual data. Box 379, BROADCASTING.

Desire Better Paying Connection—Can do continuity, audience promotion, traffic, news editing, and relief newscasting and announcing. With Network station. now. College graduate. 4F. Box 380, BROADCASTING.

For Sale

For Sale—1 RCA model AZ-4217-2 vertical pickup complete with arm $50. 2 Audax H5 type recording heads $50 each. 1 Gates 27C limiting amplifier complete with high speed VI $200. Box 381, BROADCASTING.

For Sale—Complete one kilowatt RCA transmitter with Blaw Knox tower, plenty of spare tubes and other broadcasting equipment. Make offer. Box 386, BROADCASTING.

Crystal Needs Met

QUARTZ crystals and mica, two minerals essential to radio and electrical equipment manufacture, are assured for the United Nations by renewal of agreements between Brazil and the United States for the purchase of that country's output. Normally Brazil's producton of quartz crystals is about 100,000 lbs. a year. Current needs are many times this amount, and have been met through modernized mining methods and exploration. Value of Brazilian mica exports has increased five-fold since 1938, according to a broadcast from Rio de Janeiro.

Reynolds for Goodyear

QUENTIN REYNOLDS, formerly on the foreign staff of *Collier's*, will be featured in Goodyear Tire & Rubber Co.'s NBC program, *Salute to Youth*, Tuesday, 7:30-8 p.m., starting Oct. 19. Mr. Reynolds will conduct interviews with servicemen returned from abroad, Washington officials and other personalities. This will be his first commercial program. Agency is Arthur Kudner Inc., New York.

Wanted To Buy

Wanted to Buy—Regional or local station Midwest or Southwest. Box 372, BROADCASTING.

WANTED TO BUY—Local or regional station. Box 384, BROADCASTING.

WANTED TO BUY—A recording turntable 33 1/3 - 78 R.P.M. capable of handling 16" discs. Box 393, BROADCASTING.

Asks CBS Inquiry

JOSEPH Q. RIZNIK, former CBS newswriter named by Paul White, CBS director of newscasts, as the writer who had written him a letter [BROADCASTING, Oct. 4] attacking the news judgment of "his then immediate superior, Robert S. Wood, and accusing Wood of defending that news judgment in a series of quotations that would tend to indicate journalistic bias on the part of Mr. Wood," has written the FCC asking for a formal investigation of CBS news policies. It is understood, although not officially confirmed by the FCC, that Mr. Riznik asked the Commission to name a group of news editors to consider his charges of biased editing of CBS news scripts.

Coca-Cola Wins Suit

"COKE" or "Koke" as applied to soft drinks belongs to the Coca-Cola Co., exclusively, as ruled by Federal Judge Lloyd C. Black in District Court of the Western Division of Washington. Decison was handed down as a consent decree in a suit brought by the company against A. H. Rutherford for making and distributing a soft drink called "Koke". Rutherford must deliver to the court all advertising material containing the word "Koke" and surrender for cancellation any certificates of registration of "Koke".

FIFTH Army-Navy "E" flag to be awarded to the RCA Victor Division of the Radio Corporation of America has been run up over the company's Indianapolis plant.

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WHEN WIRE Indianapolis put on a talent show recently in connection with an all night War Bond rally, Rex Schepp, station manager, was in there pitching. Rex was once one of the finest banjo players in the country and had a concerto composed for him by Nat Shilkret. As his contribution to the WIRE bond drive, he played four numbers which brought in $20,000 in sales. The station made an outstanding record in the one day drive, selling over $1,000,000 in bonds.

LOAN THEME FALSE SAYS WJBK HEAD

"WE DON'T believe that the round the clock haranguing of the public is effective," declares James F. Hopkins, manager of WJBK Detroit, in replying to the request of Vincent F. Callahan, director of radio, press and advertising of the War Finance Division, Treasury Dept., for comment on the Third War Loan.

Mr. Hopkins says the central theme of the appeals is "false", as orders for planes and guns would not be canceled in the event of the failure of the drive and "no large segment of the public is stupid enough to believe that it IS true."

Regarding all day radio campaigning he states that such promotion violates every rule of sound selling and that the sales argument should be boiled down to the facts that the bonds are topnotch securities and that they are a direct means to prevention of inflation.

Cleanser Schedule

KELITE PRODUCTS Inc., Los Angeles (Kenu-cleanser), revising its schedule and concentrating in areas where distribution is more favorable, on Oct. 17 starts a weekly quarter-hour commentary, *The Spectator*, on 9 BLUE California stations, Sunday, 3-3:15 p.m. (PWT). Contract is for 52 weeks. In early October the firm started a twice-weekly quarter-hour commentary by Harrison Wood, Don Lee network news editor, on KHJ Hollywood, and in addition is using 42 time announcements weekly on KIEV Glendale. Agency is Little & Co., Los Angeles.

Treasury Starts Fourth Loan Planning And Seeks Comment of Radio Stations

WITH compilation of the results of the Third War Loan Drive not yet complete the War Finance Division of the Treasury Dept. has begun laying plans for the forthcoming Fourth War Loan, tentatively set at present for early in 1944. In a letter sent Oct. 1 to all stations, Vincent F. Callahan, director of radio, press and advertising, states: "Nothing we can say would exaggerate the value of the participation of the radio industry and your own station in the Third War Loan and the continuing operation of the War Finance program."

Comment Received

He continues further that it is therefore vital to successful planning for the Fourth Loan that each station send to Emerson Waldman, chief of the radio section, comment upon the promotion of the Third Loan and suggestions regarding the industry during the next loan. Response to this letter has been immediate and the general opinion of the reports received to date is that the Third Loan was handled much better than the previous loans.

Only major sore point was delay in the delivery of the radio promotion booklets and the Rush Hughes "word picture" transcriptions, the booklets arriving too late in many cases to be of any use in preparing copy and the discs arriving after the drive had begun. The *Treasury Star Parade* series and the *Treasury Song Parade* series received exceptionally favorable comment, particularly from local stations.

According to reports at press time the sale of Bonds had topped $17,924,000,000 and although individual subscriptions (Series E), which earlier suffered a serious lag, totaled only $4,435,000,000, late reports and compilations were expected to edge the division over the $5,000,000,000 quota. Corporations and other large investors have oversubscribed their quota by more than $3,000,000,000.

Jeeps and Bugles

In connection with NBC War Bond Day, Sept. 26, WOAI San Antonio conducted an all day local campaign in connection with the San Antonio Aviation Cadet Center and the Travis Building and Loan Assoc. Bond pledges were taken by phone and the bonds were delivered by jeeps and buglar who blew "Bond Call" as each bond was delivered. KARK Little Rock, Ark., on NBC Day also employed jeeps for bond deliveries. On Sept. 29, WCOV Montgomery, Ala., created and carried a special 10 hour War Bond program featuring military personnel from nearby Gunter Field. Over $800,000 in bond pledges were taken by the station.

Yankee Network Bond Roundup Rally on Sept. 29 was carried by WNAC WSAR WHAI WAAB WNBH WBRK WLLH WEIM WHYN. The continuous 1½ hour broadcast was held in connection with 500 banks in the region which stayed open until 9 p.m., the end of the broadcast, and sold bonds. WBT Charlotte, N. C., in connection with the CBS Bond Day programmed followup announcements and special programs of its own. $549,500 in pledges were taken during the day by the station. Following a remote broadcast from a war project on Sept. 21, WNOX Knoxville, Tenn., later sent a bond-selling crew to the project and made bond sales totaling $246,000 in cash and payroll deductions. Interviews with workers were recorded a broadcast later.

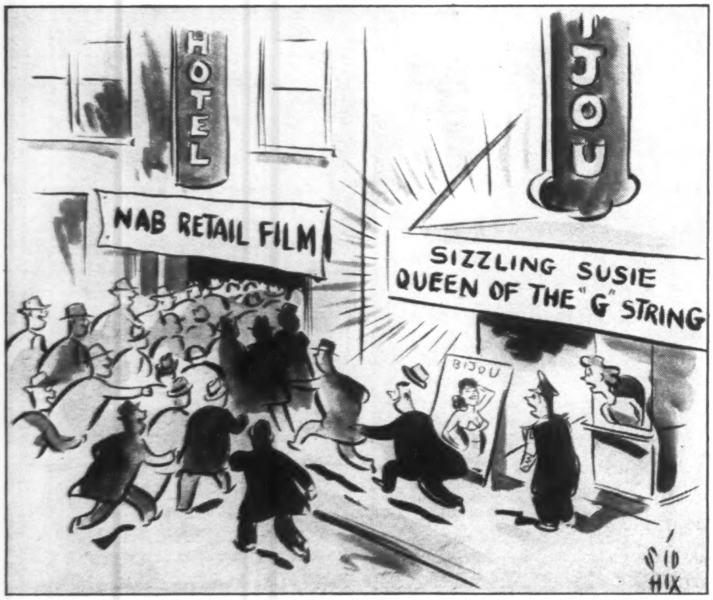
GIVING HIS ALL, to the last g ter, for the Third War Loan Dri was Beaufort Caffington, sport statistician for WITH Baltimor on the Independents' Bond D when he willingly permitted h station to auction all of the artic of clothing he was wearing. To amount of bonds sold by WITH Independents' day was $215,075.

Rally Sept. 28 featuring ente tainment world, civic and indu trial figures and held in Kresg Dept. Store, Newark, N. J., w intermittently aired over WAA Newark. Bond sales exceeded $55 000. WFMJ Youngstown, Ohio, the BLUE Bond Day participat is credited with $269,125 in bo sales and claims second high among the 168 BLUE statio During the drive WKBH L Crosse, Wis., broadcast 210 sp announcements plus 63 transcrib programs in addition to other sp cial programs. The KDKA Bo wagon has completed its junket five western Pennsylvania co munities and has rung up $415,0 in bond sales.

Record Total

The largest total in war bo sales ever subscribed in the cou of a single appearance of any gro was chalked up last Monday nig by the NBC program *Informat Please* when the "experts" ma their eighth War Bond appearan at the Mosque Theatre in Newa and brought in $277,398,975 War Bond sales. In eight appe ances, the program has rolled the staggering total of $680,5 515. James W. Fulbright (R.-A was guest expert at the New theatre with the regulars Jo Kieran, Franklin P. Adams, Os Levant, and Clifton Fadiman m.c. Vice-President Henry A. W lace, originally scheduled as guest, but forced to cancel the gagement because of an emerge was able to attend and made brief appeal for War Bond p chases.

WCED Du Bois, Pa., joined C Oct. 10, with special ceremonies at the studios.



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the Listening Finger Points

TO ALL RADIO LISTENING IN:

4 METROPOLITAN CENTERS

28 OTHER MAJOR MARKETS

218 RURAL COMMUNITIES IN WLW's AREA

The boys are all talking about *the Listening Finger Points*—C. E. Hooper's Mid-Winter '43 Report to WLW. Most of all they're excited about its second section—WLW vs. Other Network Stations—which shows how your program on WLW stacks up against 116 stations affiliated with the four major networks which have some audience in our area. You ought to see it soon!

● If you still haven't received a copy of the WLW Faxfile, shoot us a wire or letter. We will gladly send *the Listening Finger Points* along with all material previously released.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

WLW *Audience Ratings* MID-WINTER 1943 ★ C. E. HOOPER, INC.